

# LIFE



AMERICA AND  
THE WORLD

JUNE 3, 1940

**10** CENTS



# A Summer Supper... Tempting and Cool- Starring **Treet**, the "new meat"

PRACTICAL  
ARMOUR'S  
STAR  
SUGGESTIONS



• Tempting Treet, cold-sliced for the summer supper table!

Now there's a meal to top off these warm, sunny days... rich, flavorful cold Treet slices, surrounded by ripe tomatoes stuffed with real, old-fashioned cole slaw. Ready in just minutes to serve four people heartily.

Treet has so many, many delicious uses, because hot or cold—sliced just as it comes from the can or heated—it's ready to make any one of a hundred different meals for you.

And you'll rave about Treet's flavor, it's made of only the best table-meats, delicately seasoned to a connoisseur's taste with fresh, natural spices.

Vacuum-cooked in its protection-lined tin, Treet is ready to make your meals tastier... your meal-planning easier. Enjoy Treet today—your regular dealer has it!



"I couldn't get along without it... If I didn't serve an Armour's Star Corned Beef dinner to the family regularly there would be a riot around here! And I'm delighted to give it to them, because there are so many delicious ways I can fix it—all of them easy! Of course, I insist on Star Corned Beef Hash when I'm ordering. It's made best, so it tastes best!"



"AND here's a secret of my own... I've learned to keep my cupboard stocked with a variety of Star Canned Meats (there are over 30 of them, you know). So, I'm ready for anything from bridge teas to six extra for dinner! Ah, here's a favorite of mine—Armour's Star Corned Beef! It's a regular custom at our house, and my family loves it..."



"HERE'S a meal in the fiesta spirit... Walter, (my husband, y'know) says he can just close his eyes when he's eating this Armour's Chile con Carne and imagine he's a dashing young Spanish caballero. Of course, Walter isn't a dashing young anything, but I agree with him that Star Chile con Carne is about as deliciously 'different' a meal as ever graced our table! You ought to try it!"

Ask for  
**ARMOUR'S STAR MEATS**  
*America's first choice for flavor*

COPYRIGHT 1940, ARMOUR AND COMPANY, CHICAGO

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# It's Great to KNOW You Have the Best

TO GET THE BEST-BUILT  
LOW-PRICED CAR—USE  
THE EASY "ONE-TWO" WAY

## 1 SEE THE QUALITY CHART

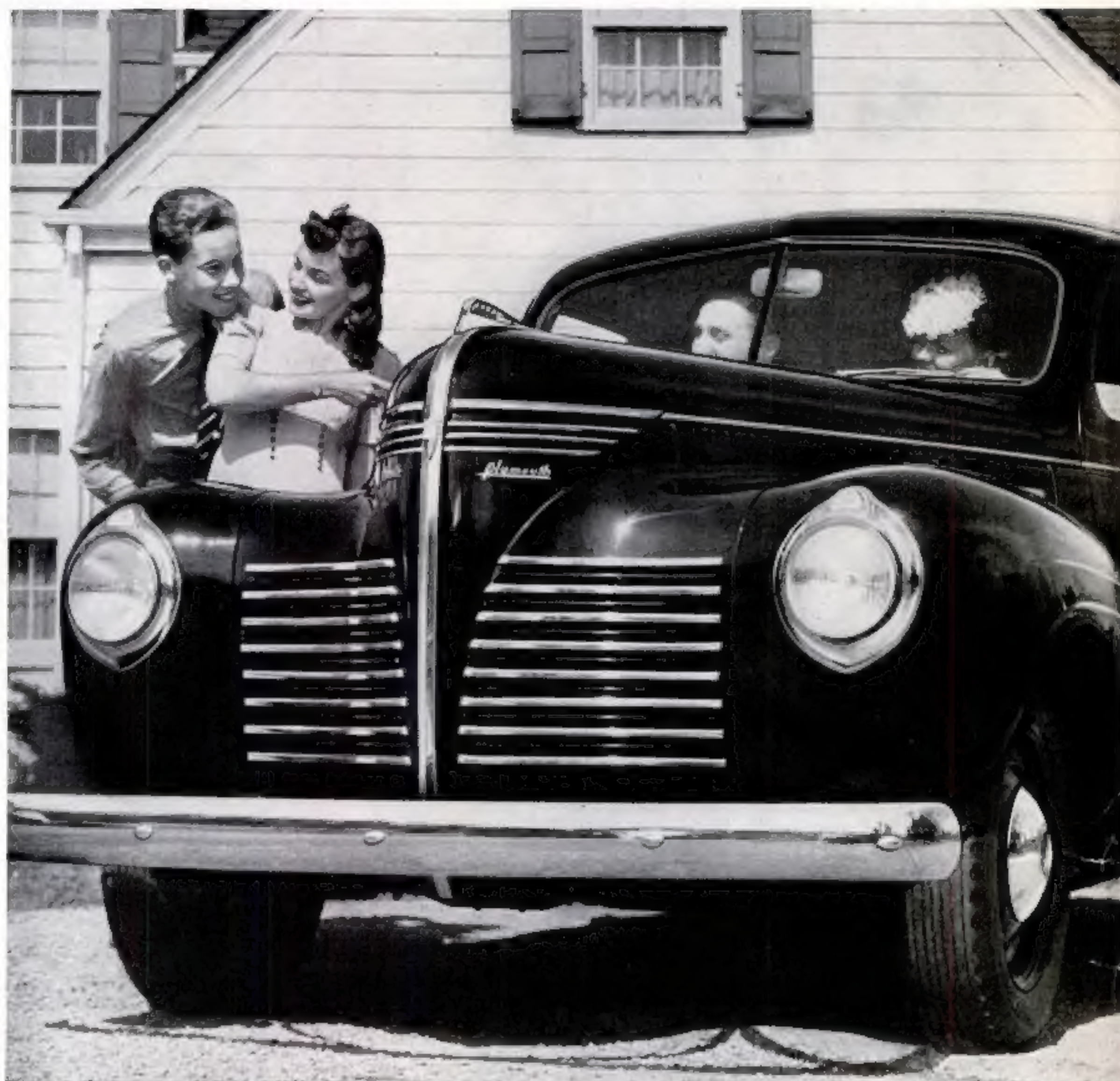


"The 1940 Quality Chart clearly reveals what each of 'All Three' low-priced cars gives you in size ...and in features that give you greater comfort and safety—savings in operation and upkeep."

## 2 TAKE THE LUXURY RIDE



"Plymouth's Luxury Ride is perfectly delightful. I am amazed that a low-priced car can offer so much room, such comfort, such luxurious riding enjoyment!"



OF 22 IMPORTANT FEATURES FOUND IN HIGH-PRICED CARS—

*Plymouth has 21... Car "2" has 11... Car "3" has 8*

IT'S HAPPENING everywhere! People by the thousands are seeing the 1940 Quality Chart and taking Plymouth's Luxury Ride. And they're buying Plymouth!

Plymouth is the only one of "All 3" low-priced cars that gives you a majority of the 22 important quality features found in the leading high-priced cars!

Get the most for your money. See the Quality Chart at your nearby Plymouth dealer's—take the Luxury Ride. PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

TUNE IN MAJOR BOWES, C.B.S., THURSDAYS, 9 TO 10 P.M., E.D.S.T. SEE THE NEW LOW-PRICED 1940 PLYMOUTH COMMERCIAL CARS!

**PLYMOUTH**

COUPES START AT	SEDANS START AT
<b>\$645</b>	<b>\$699</b>

DELIVERED IN DETROIT, MICH., including front and rear bumpers, spare wheel, tire and tube, foot control for headlight beam, ash-tray front and rear, sun visor, safety glass and big trunk space (21.6 cubic feet). Prices include all federal taxes. Transportation and state, local taxes, if any, not included.

EASY TO BUY

# PLYMOUTH BUILDS GREAT CARS

Copyrighted material



"Rolls Razor's  
one blade  
can take it!"

"I don't blame you for being pretty proud, son—all set to take your first shave. Now here's some good advice. Start shaving the right way—with a Rolls Razor."

"That's the kind you use, isn't it, Dad?"

"You bet. I've been shaving with my Rolls Razor for ten years—and I expect it to last as long as I grow bristles on my chin. That Rolls blade is a honey!"

"But how can one blade do the job, day in and day out?"

"Well, Rolls Razor's single blade is made of the finest hand-forged, hollow-ground Sheffield steel. It's built to take it! Keeping the blade sharp is easy and sure, too. It's always keen as new, thanks to the semi-automatic strop and hone contained in the case."

"Gee! That means you never have to worry about buying blades."

"Right! When you come right down to it, a Rolls Razor means real economy."

"'Nuf said. Here I go—using your Rolls Razor!"

Rolls Razor is the British-made safety with the lifetime blade. Ask your dealer for a demonstration or write for free descriptive booklet L63, Rolls Razor, Inc., Sales & Service — 342 Madison Ave., New York City.

\$10 and up. Shaving bowl, \$1.  
Soap refill, 60¢.

# ROLLS RAZOR



## LETTERS TO THE EDITORS

Greatest Living Virginian

Sirs:

All Virginians are grateful for picture glances into the personal life of our own Douglas Freeman (LIFE, May 13). He is in many, many ways the greatest living Virginian.

C. J. HARKRADER, Publisher  
Herald Courier; News Bulletin  
Bristol, Va.

Sirs:

In your story on Douglas Freeman you had a picture (see cut) with the following remark: "By 5:40 a. m. he writes



FREEMAN AND CLOCK

copy under the misspelled sign "Time is Irreplaceable."

I would say it was also misrepresented. Unless my eyes deceive me the sign reads: "Time alone is Irreplaceable—waste it not."

C. L. HAZLETT

Springfield, Ill.

Sirs:

In your article on Douglas Freeman, you have him over two hours late for work. In the picture on page 44 there is a clock in the background that reads 8:11, but in the caption below you say: "By 5:40 a. m. he writes copy under the misspelled sign 'Time is Irreplaceable.' " That's all right if he comes to work late. I don't care but I sure would like to know how he gets away with it.

NORMAN MILLER

Pittsburgh, Pa.

Dr. Freeman starts work at the office at 5:40 a.m., is still working at 8:11. He doesn't knock off, in fact, until 1:15 p.m.—ED.

### "Pappy" Freeman

Sirs:

We wish to commend you for the scholarly article concerning Dr. Douglas S. Freeman. At the same time we feel slighted. Not the least of the learned editor's many activities is his position as professor of editorial writing and research at the Columbia University Graduate School of Journalism.

Up here at Columbia University, we know Dr. Freeman as "Pappy." He knows us as his "sweet sons and daughters."

Dr. Freeman comes to New York every Tuesday for his Columbia class. At dawn (at least it seems dawn to the students—8:15) he meets his class. He lectures until 11 o'clock. An assignment is given and the class reconvenes at 3 p. m. for another lecture until 5 p. m. The lectures are timed to the minute and are scheduled for weeks in advance.

As LIFE informed its readers, Dr. Freeman budgets his time. Once he urged this practice upon his class. The more romantic lads objected strenuously. Replied Dr. Freeman: "If you've got only 15 minutes to sit under the moon with your girl friend, hug her hard. If you've only got ten minutes to

(continued on p. 4)

A bride  
discovers

THE ENVELOPE  
THAT  
SEALS ITSELF!



MOTHER: Planning to sing in opera, darling?

PEG: Don't be awful, Mother—I've licked fifty envelopes of thank-you notes this morning, and my tongue feels like the Sahara desert.



PEG: Oh, Mother, here's a present of note paper from Mrs. Gray—and look, the envelopes seal themselves! No more tongue-licking! Why, it's almost like magic!



PEG: And so easy to do! You simply lift the lower flap up, and press the upper flap down, and presto, the envelope is sealed!

• No more fuzzy tongue from licking envelopes! These new Self-Seal Envelopes seal with a flick of the finger!

Available at popular prices wherever stationery is sold. Featured in boxes of Kellogg's Fine Writing Papers. Also in commercial form for office use.

### FREE SAMPLE PACKAGE

For a free sample—full-size package of Self-Seal Envelopes and white linen note paper to match—send your name and address, and the name of your stationery dealer, to: United States Envelope Co., Springfield, Mass.

SELF-SEAL ENVELOPES



Do you see a Little Girl?  
 No! I see a Debutante of 1952.  
 Is she a Popular Debutante?  
 How could She miss with that Lovely Smile!  
 Is She Lucky to have a Smile like that?  
 Perhaps—but She always has used Ipana and Massage.



**Why take chances with "Pink Tooth Brush"? Help your gums to become firmer, healthier, your smile brighter... with Ipana and Massage.**

JUDY won't always be wearing pig-tails... but the chances are she'll have her heart-catching smile for a long, long time. For Judy is a little girl who knows about the proper care of teeth and gums.

She can tell you why gum massage is so important to healthy gums and sparkling smiles! For she, like thousands of lucky youngsters today, has learned in her classroom that the soft, creamy foods we eat today deny our gums the exercise they need for health. That's why gums often tend to become tender, sensitive... and signal their weakness with a warning tinge of "pink"!

**Never ignore "Pink Tooth Brush"**

As soon as "pink" appears on your tooth brush... see your dentist! It may not mean serious trouble... but let your dentist decide. Very likely, he'll tell you your gums need help

... need exercise and stimulation. And, like so many dentists, he may suggest "the healthful stimulation of Ipana Tooth Paste and massage."

For Ipana does more than clean your teeth thoroughly. Used with massage, Ipana is especially designed to aid the gums to health. So, each time you brush your teeth, massage a little extra Ipana onto your gums. That invigorating "tang" you notice is exclusive with Ipana and massage. It means that circulation is awakening in the gum tissues... helping the gums to become stronger and firmer.

Get a tube of economical Ipana today. Begin now the daily habit of Ipana and massage... for healthier gums, brighter teeth, a more attractive smile.



**Ipana Tooth Paste**

This One



TJ4W-DYX-BLEZ



## How's your "Pep Appeal"?

—by Williamson



**Gramps:** Well! Cissie, Not going to the party?

**Cissie:** Haven't a date, Gramps. Guess I'm not the party type.



**Gramps:** Fiddlesticks to party type! You're the prettiest gal in the family. But you *have* looked a little peaked lately. Are you sure you're eating right? Bet you don't get all your *vitamins*. And that reminds me—let's go raid the pantry.



**Gramps:** We can't have pep appeal without vitamins, honey. And that grand cereal, KELLOGG'S PEP, is extra rich in two of the most important ones—vitamins B<sub>1</sub> and D.  
**Cissie:** Mm! It's positively delicious. Why haven't I known about this?



**Cissie:** (another night) Bye, darling! I'll see if your lesson works.  
**Gramps:** Seems to me it *has*!

## Vitamins for pep! Kellogg's Pep for vitamins!

*Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B<sub>1</sub>, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.*

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

## LETTERS TO THE EDITORS

(continued)

say good night to her, kiss her violently."

DONALD A. WILLIAMS  
NORMAN J. CARIGNAN

For the Class of 1940

Graduate School of Journalism  
Columbia University  
New York, N. Y.

### Madonna as Model

Sirs:

Before me is LIFE, May 6, 1940, open to the painting by John Steuart Curry, titled *Hoover and the Flood*. Also open is LIFE, Feb. 8, 1937, to page 47—the story of the great 1937 floods. The woman and child directly below the Negro praying in the painting (see cut) show a remarkable resemblance to the woman and child in the 1937 photo-



FLOOD MADONNA BY CAMERA



FLOOD MADONNA BY CURRY

graph. Their positions are reversed however. Does Artist Curry copy LIFE for his models?

ALAN S. JENSON

Blair, Neb.

● Artist Curry is very much aware of the value photographs have for painters of historical scenes. He used the famous "Madonna of the Flood" photograph as a model because he thinks it a "magnificently dramatic and expressive thing."—ED.

### Fifth Column: Trojan Horse

Sirs:

On page 32 of your issue of May 13 you say: "... below is a member of the Nazi 'Fifth Column' (undercover advance agents)."

Because there has been so much confusion lately in the press about the terms Fifth Column and Trojan Horse I think you should define the difference. The Fifth Column as a term comes from the siege of Madrid, during which a commander said that Madrid was being attacked by four columns from without and a fifth column from within. As this expression was used in dispatches at the time and later in Ernest Hemingway's play, the *Fifth Column*, it seemed to refer to enemy sympathizers already living within the city.

In Norway the Nazis had a Fifth

(continued on p. 6)

## RIDE IN STYLE



## TO FUN and HEALTH

## On the Handsome New Lightweight COLUMBIA!

It's amazing how much better you feel when you ride the new Lightweight Columbia. It's easier pedaling, smoother riding. It makes bicycling much more fun. This stylish lightweight is handsome yet dignified. No wonder it's first choice among people who know good bicycles!

Get a Columbia Lightweight and ride in style to fun and health. Join the thousands who find new exhilaration in cycling.

THE WESTFIELD MANUFACTURING CO.  
WESTFIELD, MASS.



### LOOK—A FOLDING BICYCLE!

It's the new Compact Sports Traveler—America's First Folding Bicycle. Folded or unfolded by a child in fifteen seconds. No tools needed. Strong. Light in weight. Compact—three or four can be carried in a car...ideal to take on a vacation.



Look for this seal on a Genuine Columbia...the best known name in bicycles.





# DRIVE IT!

## And know why...



# "CHEVROLET'S *First* AGAIN!"

The ignition key is out for you . . . at your Chevrolet dealer's . . . any day you call for it!

And when you accept this key, and step gaily into Chevrolet for '40, you'll not only have the key to *America's first-place car*, but you'll also have "the key to the city" and to all the hills and highways and byways of the nation as well.

For this big, smart, high-powered traveler is the master of every motoring condition you'll meet on a trip across the country or around the world!

*Drive it*—and you'll find it starts, steers, shifts and stops with the utmost ease! . . . *Drive it*—and you'll find it out-accelerates all other cars in

its price range! . . . *Drive it*—and you'll find it out-climbs them, too! . . . *Drive it*—and you'll find it's the smoothest, safest, steadiest riding car in the entire low-price field—in fact, the *only* car with "The Ride Royal★"!

In '40 again, for the ninth year in the last ten, people are buying *more Chevrolets* than any other make of car, so you *know* Chevrolet for '40 must be like a dream come true!

And now we invite *you* to put it to the final test . . . eye it, TRY IT, buy it . . . so *you* will join the throng who are saying, "Chevrolet's First Again." Please accept our invitation to drive this car—*today!*

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

\*On Special De Luxe and Master De Luxe Series

## EYE IT • TRY IT BUY IT!



# \$659

## MASTER 85 BUSINESS COUPE

Other models slightly higher

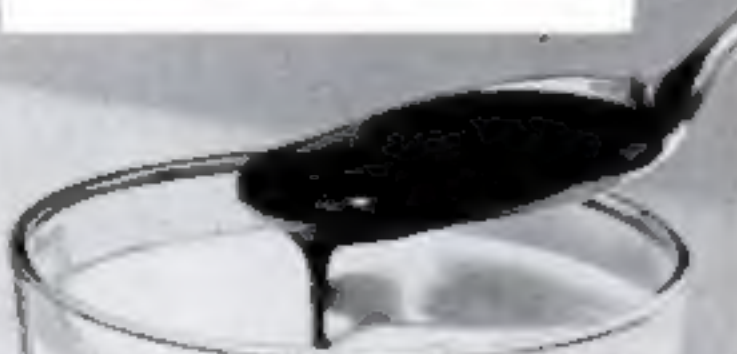
All models priced at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.





YES... IRON IS ESSENTIAL for growing youngsters (and for grown-ups, too)... to help build good, healthy, red blood. Bosco adds to milk iron that is lacking in many foods. And children drink more milk with chocolate-flavored Bosco. Costs so little, too.

**IRON:** Relative available amounts in  
SPINACH —  
RAISINS —  
BOSCO —



Easy to mix, Bosco is a concentrated liquid. Stir one teaspoonful of chocolate-flavored Bosco into a glass of whole milk (hot or cold) and it's ready.



Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he's supplied. Bosco Co., Inc., 180 Madison Avenue, N. Y. C.

## LETTERS TO THE EDITORS

(continued)

Column in the form of a legal Nazi Party. Just previous to invasion they sent tourists and innocent-appearing troop-laden freighters into Norway. This was their Trojan Horse move.

RICHARD CLAY

New York, N. Y.

### Gorgeous

Congratulations on the fine New Mexico pictures in the May 13 issue of LIFE. Use of those magnificent natural-color shots makes me green with envy! It takes natural-color photography to do justice to New Mexico's gorgeous colorings.

GEORGE FITZPATRICK, Editor  
New Mexico Magazine  
Santa Fe, N. Mex.

Sirs:

In that tractor scene in your New Mexico story (page 76) you show a bird in one of the rows ahead of the machine. As "the owner is out plowing



### NEW MEXICAN EARLY BIRD

early before the morning mist has risen." I suppose it is just an early bird getting his proverbial worm.

C. C. CALLAWAY

Orlando, Fla.

### Voice in Wilderness

Sirs:

Thank you for your illuminating article on Wendell Willkie (LIFE, May 13). We are all groping in the dark among the professional politicians, tasting salt with every outburst against the New Deal. To one who hopefully voted for Roosevelt and who has watched the brake linings wearing thin, Willkie is a voice in the wilderness of 1940.

MARJORIE THURBER FURRY  
Indianapolis, Ind.

Sirs:

Your Close-Up of Wendell Willkie was excellent. I did not know a utility magnate could be progressive and hold his job.

Mr. Willkie believes that all we needed was a dose of Bromo-Seltzer whereas Mr. Roosevelt has been giving us the Keeley Cures.

J. E. PHELAN

Bellflower, Calif.

### Parachute Troops: 1783

Sirs:

I wonder if these words of Benjamin Franklin's might not tie into comments you will be making on air-vs.-seapower, parachute troops, etc. They were written by Franklin to Jan Ingenhousz, Dutch physician and physicist, after witnessing the first balloon ascensions in Paris in 1783:

"It appears, as you may observe, to be a discovery of great importance, and what may possibly give a new turn to human affairs. Convincing sovereigns



● Dogs like to chew bones. Yet splinters from small bones may endanger throats, stomachs, and intestinal tracts... may even lead to fatal disorders. Play safe. Give your dog crispy, crunchy Red Heart 3-flavor Dog Biscuits.

Red Heart Dog Biscuits are economical! They may be fed as a basic diet or with Red Heart Canned Dog Food. They furnish rich supplies of Anti-infective Vitamin A, Anti-neuritic Vitamin B<sub>1</sub>, Sunshine Vitamin D. Demand Red Heart Dog Biscuits—heart-shaped or kibbled, 3 flavors—beef, fish, and cheese—in every package. John Morrell & Co., General Offices: Ottumwa, Ia.



RED HEART **The 3 FLAVOR** DOG BISCUITS

### GIVE DAD "TRIPLETS"



### "YOU SWAP THE TOPS"

A short sleeve coat for warm nights. A sleeveless "vest" for hot nights. And knee length trousers for complete comfort every night. So you get twice the wear, twice the comfort, twice the satisfaction. \*Oh yes—it's a sheer featherweight fabric. Colors: Blue, White, Tan, Green. All Sizes.

A Weldon Pajama \$2.50

At your favorite store or write for nearest dealer.  
WELDON PAJAMAS, 1270 BROADWAY, N. Y.

(continued on p. 8)





## The "Little Red Schoolhouse" of Golf

Rare souls like Abraham Lincoln, to whom consistent schooling was a dream that never came true, made themselves great—*alone*—the hard way.

But to the great mass of men and women the Little Red Schoolhouse will always symbolize the magic key that opened wide the gateway to knowledge—to progress, happiness and the ability to play the Game of Life successfully.

The game of Golf has its schoolhouses, too. They are the Pro Shops. And through these "Little Red Schoolhouses" of Golf thousands upon thousands of golfers have been graduated—fully prepared to appreciate and enjoy the thrills of this grand game *because they have been taught to play it correctly*.

Of course there are Abraham Lincolns among golfers, too—boys, men and even women who did not have the advantages of expert schooling but who had *the will to learn*. With good examples to follow and untiring practice, they, too, came up to stardom *the hard way*.

But the great majority of the good golf players of today entered through the portals of the "Little Red Schoolhouse" of Golf, and, with the aid of a master Pro, learned to play golf *the right way*—and with the *right equipment*.

From less than half a dozen Professional Golf Teachers fifty years ago, there has grown a nation-wide system of golf education comprising over 5000 "Little Red Schoolhouses" of Golf—each with its Golf Professional. Thus has the great game of golf been developed in the United States, with the aid and inspiration of the Professional Golf Teacher, in a short half century.

Are you getting out of this wonderful game of golf the pleasure and satisfaction and thrills you should? If not, enroll now as a student of Golf. Study or coach with your

Golf Professional. He will help you to choose proper equipment for your type of physical set-up. He will teach you how to *use* your clubs—how to *hit* the ball accurately. And he will save you many mistakes and develop your natural ability in a surprisingly short time.

Once you learn to make your shots correctly, the endless challenges and thrills of golf will unfold—and you will *know* why golf is the greatest game in the world for the greatest number of people.

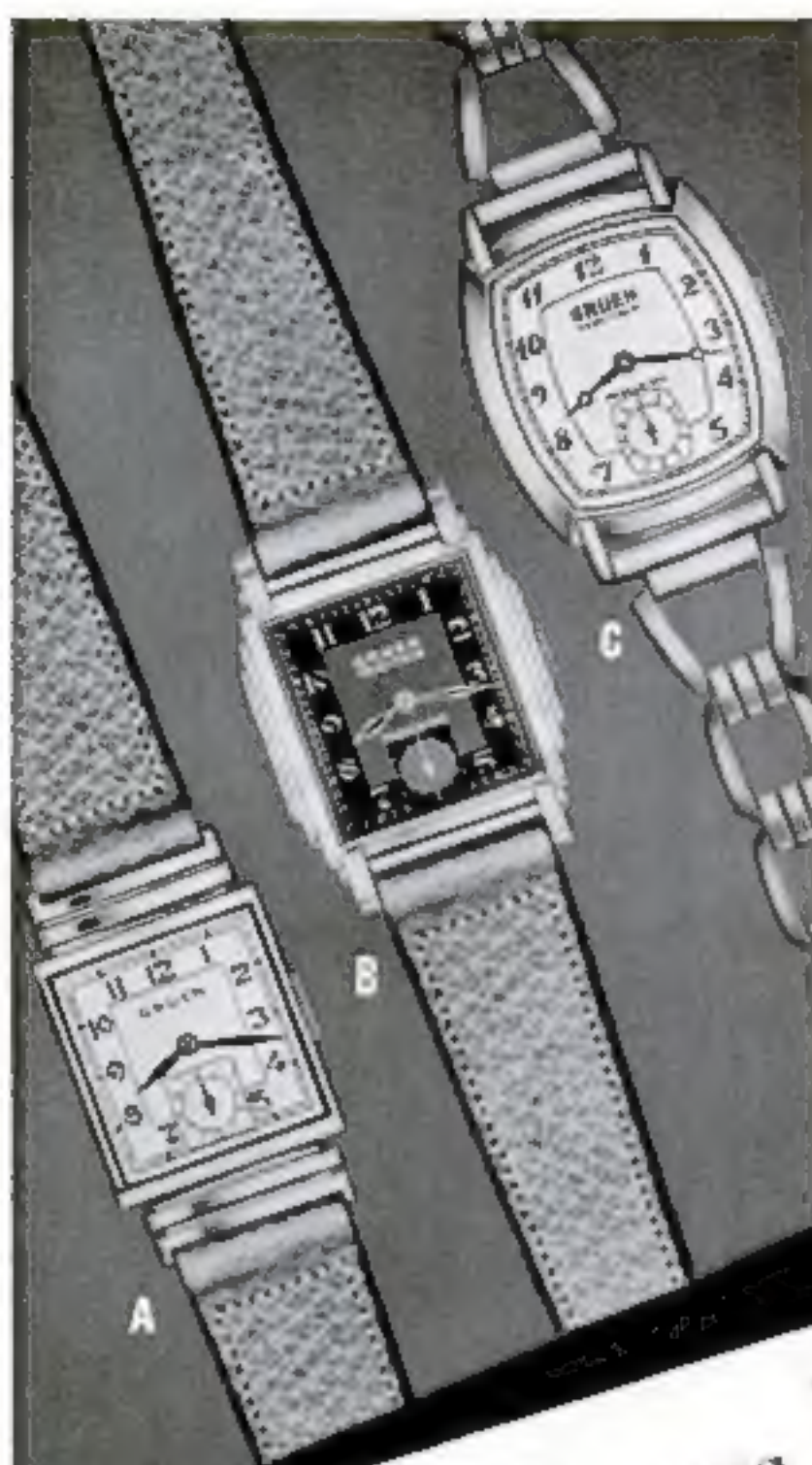
Start this season to give your natural ability a chance. Learn how to play golf *the right way*. Take lessons from the Golf Professional who is the master of your "Little Red Schoolhouse" of Golf.

Wilson Sporting Goods Co., Chicago, New York and other leading cities.

---

*Give your natural ability a chance*  
**Take Lessons from Your Golf Professional**





A. TEXAN, 15 Jewels, yellow or pink gold-filled case, Guildite back.....\$29.75

B. VERI-THIN\* PILOT, 17 Jewel Precision movement, yellow gold-filled case, Guildite back.....\$33.75

C. VERI-THIN\* RAPIER, 17 Jewel Precision movement, yellow gold-filled case, Guildite back.....\$39.75

D. VERI-THIN\* DREAM, 15 Jewels, yellow gold-filled case, \$33.75

E. VERI-THIN\* SONNET, 17 Jewel Precision movement, yellow gold-filled case set with 2 fine diamonds.....\$42.50



# They'll always be glad you chose a Gruen!



Let your graduation gift be a worthy one! Pictured here are Gruen watches priced as low as \$24.75. Yet, for all their modest cost, the Gruens of today are Gruen discoveries watches in the world. Among them are Gruen Curvex and Gruen Veri-Thin, most important watch-making discoveries of this generation. Into each Gruen goes the finest and craftsman's pride that have made ours "The Proudest Name in Time." Gruen watches, at Gruen jewelers' only, from \$24.75 to \$250; with precious stones, up to \$250. Write for folder. The Gruen Watch Company, Time Hill, Cincinnati, O., U. S. A. In Canada, Toronto, Ont.

GIFTS FROM YOUR JEWELER ARE GIFTS AT THEIR BEST!



F. DOUGLAS, 15 Jewel movement, yellow gold-filled case, Guildite back.....\$24.75

G. ALMA, 15 Jewel movement, yellow gold-filled case, Guildite back.....\$24.75

H. VERI-THIN\* STAR, 15 Jewels, white or pink gold-filled case.....\$29.75

I. CURVEX\* COUNTESS, 17 Jewel Precision movement, choice of yellow, white or pink gold-filled case.....\$42.50

J. CURVEX\* SAR-GEANT, 17 Jewel Precision movement, yellow gold-filled case.....\$49.75

K. VERI-THIN\* TRIUMPH, 15 Jewel movement, yellow gold-filled case.....\$29.75

L. VERI-THIN\* BARRISTER, 17 Jewel Precision movement, with yellow gold-filled case.....\$39.75



**GRUEN**  
THE PRECISION WATCH

Copyright 1940, The Gruen Watch Co.

\*Reg. U. S. Pat. Off. Patents Pending. Reg. U. S. Pat. Off. Patented U. S. Patent Nos. 1855952 & 20480. Canadian Patent No. 370997. Copyright 1940 by The Gruen Watch Co.

## LETTERS TO THE EDITORS (continued)

of the folly of wars may perhaps be one effect of it; since it will be impracticable for the most potent of them to guard his dominions. Five thousand balloons, capable of raising two men each, could not cost more than five ships of the line; and where is the prince who can afford so to cover his country with troops for its defence as that 10,000 men descending from the clouds might not in many places do an infinite deal of mischief, before a force could be brought together to repel them? It is a pity that any national jealousy should, as you imagine it may, have prevented the English from prosecuting the experiment, since they are such ingenious mechanics, that in their hands it might have made a more rapid progress towards perfection, and all the utility it is capable of affording."

RUTH D. REINER

University of Pennsylvania Press  
Philadelphia, Pa.

### \$60,000 Paneling

Sirs:

Having been in the lumber business most of my life, both in the manufacturing end and now the wholesale end, carlots to dealers only, I would like to know how in the world Billy Rose, or anyone else for that matter, could spend \$60,000 for pine paneling in his living room (LIFE, May 13).

I don't know the size of Mr. Rose's living room, but let's say it required 2,000 ft. (board measure), and that amount would take care of a goodly sized room. At that rate Billy paid \$30,000 per thousand feet for his pine.

MARTIN P. DUNSMUIR

J. E. Harroun & Son, Inc.  
Watertown, N. Y.

Sirs:

I am exceedingly doubtful of your statement that the specially made pine paneling in Billy Rose's living room is or was worth \$60,000. This amount may be right if the knots are inlaid with a gold border.

OSCAR BOND

Currier Lumber Co.  
Detroit, Mich.

● The paneling was special hand-carved paneling imported from England in 1925. The Roses think it cost \$60,000 to buy and install but they didn't pay for it. The former owner of their house did.—ED.

### Old Joke

Sirs:

Re your letter on anti-Nazi jokes in the May 6 issue. That one about Hitler rowing out with Göring to try walking on the water was told all over Washington, D. C. in the winter of 1937-38, only difference being that in the Washington version the two principal characters were Roosevelt and Farley.

CONTENT PECKHAM

New York, N. Y.

### LIFE for the Front

Sirs:

The Myron T. Herrick Post of the American Legion in Paris is sending thousands of books to French soldiers at the front and has had a surprising number of requests for American publications. The soldiers have particularly shown interest in LIFE and I am writing to ask if you would call your readers' attention to this in the hopes that some of them may respond by sending their old copies to France where they would be put into good hands.

Any packages of magazines should be addressed as follows:

American Legion Magazine Pool  
c/o Norman Lewis  
7 Place Vendôme  
Paris, France

HUGH MCKAY

Jersey City, N. J.

## DIAMOND ENGAGEMENT RINGS WITH "BLUE RIVER" DIAMONDS



The famous "Blue River" diamonds, are now made available under a new selling plan. These standardized trade-marked gems can be had in any of six degrees of selected quality for whatever sum you wish to invest. The chart shows exactly what size and quality can be had for a given amount.

SIZE	QUALITY	A	B	C	D	E	F
CTS.							
1/2		\$175	\$157	\$160	\$150	\$128	\$112
3/4		\$270	\$230	\$255	\$222	\$177	\$150
1		\$455	\$420	\$420	\$385	\$210	\$175
1 1/4		\$615	\$518	\$540	\$485	\$267	\$225
1 1/2		\$770	\$680	\$658	\$500	\$360	\$310
1 3/4		\$955	\$840	\$840	\$610	\$415	\$378
2		\$1310	\$1095	\$1105	\$850	\$470	\$425

A. Blue White—Absolutely perfect.  
B. Blue White—Eye perfect.  
C. Fine White—Absolutely perfect.  
D. Fine White—Eye perfect.  
E. Commercial—Absolutely perfect.  
F. Commercial—Eye perfect.

**NEW SELLING PLAN**—We will ship for your consideration any diamond ring you select from the above chart - which will be sent to your local bank, where you may inspect it without obligation. The purchase price can then be paid if found exactly as desired, or the ring will be returned to us without cost to you.

**EXCEPTIONAL VALUE**—The term "BLUE RIVER" is a designation in the diamond trade to define a diamond of finest color. The opportunity to purchase these fine gems direct from an importing and diamond cutting establishment, assures you of extraordinary values. Give name of your bank, size and quality desired, and ring will be shipped immediately. Quotations on larger diamonds and on square and marquise shapes on request.

**R. W. Johnston & Co., Inc.**  
JEWELERS  
WALDORF ASTORIA HOTEL • 301 PARK AVE. • NEW YORK  
Importers and Cutters of Diamonds Since 1905

*Glamour Legs by Mojud*

Every pair made with loving care... to bring you glamour, beauty, extra wear. Preferred by millions of women... Sold by over 6,000 stores, coast to coast. 79c to \$1.35

**MOJUD**  
the dependable  
HOSIERY

TRADE MARKS REGISTERED COPYRIGHT, 1940 MOCK, JUDSON, VORHERRING CO. OF N.Y., INC.





The Clermont (1807) on its first trip from New York to Albany

## *The \$1,000 that launched 10,000 ships*

AT THE eleventh hour, with the trial trip up the Hudson River scheduled, Robert Fulton's invention of the steamboat seemed doomed to failure. His funds were exhausted and even his friends were referring to his achievement as "Fulton's Folly." In desperation he went to John McKesson, who after hours of persuasion, agreed to assist in raising a loan of \$1,000. That timely loan made history. Robert Fulton's boat, the "Clermont," performed brilliantly and the steamboat era was inaugurated — the launching of thousands of ships begun.

### *Money Means More At The Right Time*

Of the many thousands of dollars which Robert Fulton earned as the result of his great invention, probably none assumed the importance of that thousand, which came at a time of desperate need.



Because money means so much more when it comes at a critical time, many dependent families find that even a small amount of life insurance, arranged under a John Hancock Readjustment Income Plan, has an importance far beyond its size.

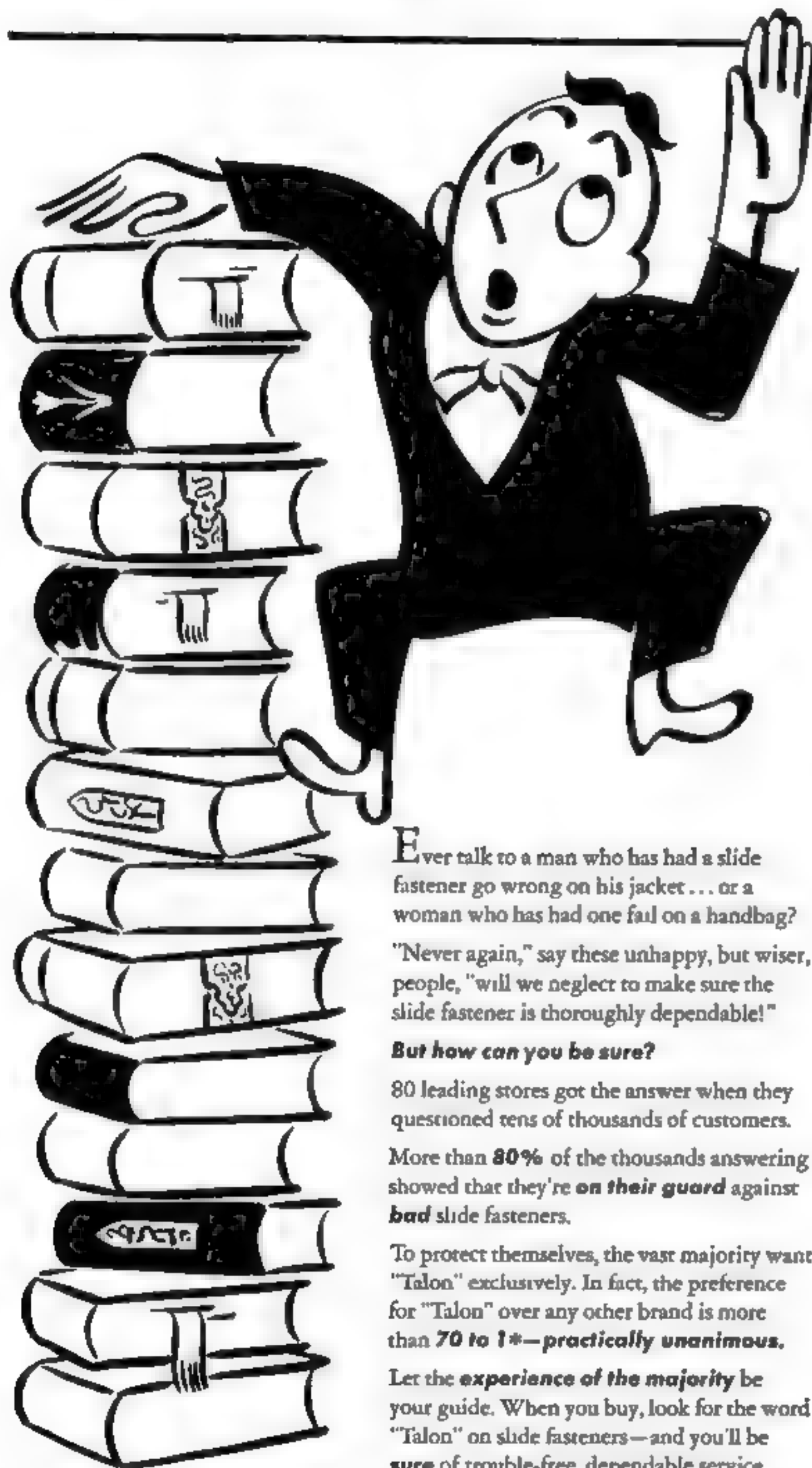
Time to readjust their lives — time that is free from worry about immediate income — time to plan; that's what dependents need most when deprived of the active support of husband and father. The John Hancock Readjustment Income Plan provides this essential time by meeting the special income needs of a critical period.

Our unique booklet, "Two Lives," shows how a typical family in moderate circumstances solved their readjustment problem. It takes but four minutes to read. For your copy write Department L-7, John Hancock Mutual Life Insurance Company, 197 Clarendon Street, Boston, Massachusetts.

*John Hancock*  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS  
GUY W. COX, President



# "Never again....!"



Ever talk to a man who has had a slide fastener go wrong on his jacket... or a woman who has had one fail on a handbag? "Never again," say these unhappy, but wiser, people, "will we neglect to make sure the slide fastener is thoroughly dependable!"

**But how can you be sure?**

80 leading stores got the answer when they questioned tens of thousands of customers.

More than 80% of the thousands answering showed that they're **on their guard** against **bad** slide fasteners.

To protect themselves, the vast majority want "Talon" exclusively. In fact, the preference for "Talon" over any other brand is more than **70 to 1**—**practically unanimous**.

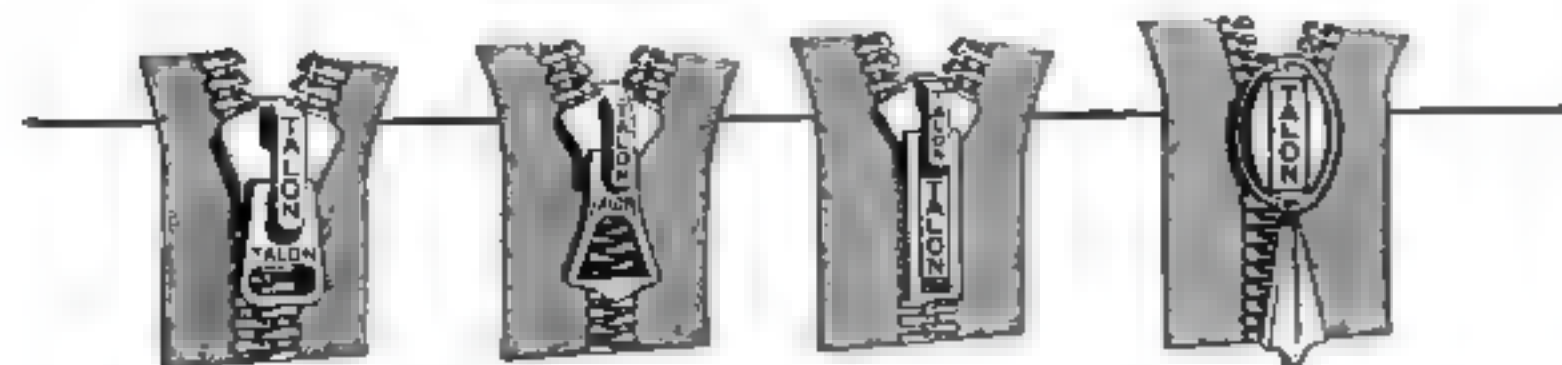
Let the **experience of the majority** be your guide. When you buy, look for the word "Talon" on slide fasteners—and you'll be **sure** of trouble-free, dependable service.

\*Based on the thousands who stated a brand preference.

BECAUSE IT'S THE DEPENDABLE SLIDE FASTENER, PEOPLE PREFER

## "TALON" 70 to 1\*

Reg. U. S. Pat. Off.



TALON SLIDE FASTENER • MADE BY TALON, INC., MEADVILLE, PENNSYLVANIA  
Reg. U. S. Pat. Off.

## FROM LIFE'S CORRESPONDENTS

### Plight of the Refugees

Paris (by cable)

The war refugees continue to pour into Paris from Belgium and northern France. The best estimate is that about 50% arrive by train, 30% by truck and car, 15% on Belgium's ubiquitous bicycles and 5% on foot. Some 40% of the war refugees are men. This is surprising until it is realized that the encircling German motorized columns pushed along the Franco-Belgian frontiers so quickly that men had to leave their homesteads on five minutes notice to escape and reach France, where they are being uniformed and sent up to the front as an army.

The French may not be good at card indexing but they are swell at hospitality. Before they even take the name of any refugee, they ask: "Have you eaten? No? Then through that door, please." Through that door the refugees find steaming bowls of thick rich soup, solid food in abundance, coffee by the bucket and that favorite French restorative, hot wine. Infants are particularly well received. In the Gare de l'Est one entire hall is filled with them.

Refugees carry little baggage, usually a few treasures wrapped in a tablecloth, a blanket or an old rug which is then slung over their backs. The bright college caps of Belgium's schoolboys are particularly visible. In the Gare du Nord Belgian Beguine nuns all in white, with drawn faces, pitch in to do clerical work and cooking. Red Cross nurses, Belgian Embassy officials and French and Belgian Boy Scouts and Girl Scouts also help to succor the flood of humanity. Metalurgists and gardeners, farmers, machinists and other refugees who could be of use in French war industries or on farms are sorted out when possible.

Outside the station the refugees are rushed into busses which rumble off to stations leading south and west as soon as they are filled. The French know that the main job is to clear these refugees through threatened Paris within 48 hours at the very latest and to put together the pieces of separated families afterwards. Details of every case are written down in the most complete duplicate forms by volunteer workers, whose hardest job is to transmit confidence like a storage battery to refugees without bursting into tears.

The goodhearted French, hundreds of whom come daily to say that they can personally place so-and-so many refugees, would like to whiz all refugees through to safety in a few minutes, but France's defense must also be considered. There is no doubt, after Germany's methods in Holland and Belgium, that Hitler has planted hundreds of his most skilled Gestapo agents and spies among the genuine refugees. Papers are examined with maximum care, though the authorities sadly admit that the Gestapo agents would probably be provided with impeccable papers. Through the crowds French secret-service men wander lynx-eyed, and in two days 37 Gestapo agents were nailed.

The main manpower for handling the flood is naturally provided by the

### HOT DAN THE MUSTARD MAN

THERE'S SPICY ZEST AND FLAVOR THRILL WITHIN THIS GOLDEN JAR! FOR MEATS AND CHEESE & LUNCHEON SNACKS\* THIS MUSTARD IS A STAR

\*To half a cup of mayonnaise add French's—one teaspoonful. It gives a tang, a flavor that makes salad eaters tuneful!

Serve this delicious, different mustard—and watch the family go for it! Made from the finest vinegar, spices and mustard seed—no artificial preservatives or adulterants ever used.

**SMOOTHER—CREAMIER**  
LARGEST SELLING PREPARED MUSTARD IN U. S. A. TODAY

## HERE COMES THE BRIDE

For top-time puffing pleasure match your little old palpipe with Heine's Blend and ring the wedding bells—PDQ! Why—Heine's slips you such refreshing new notions you'll hum "here comes the bride" every time you check another smoke—Heine's and a palpipe are such a natural hook-up!... Heine's Blend is so graciously mellow-mild, so flavory and fragrant you'll be for changing your name to "Smokebliss"—and order that pipe-divorce-case thrown out of court!

### "Heine's Blend Pipe"

**FREE**

Save opening strips from five Heine's 16-oz. tins, or from ten 8-oz. tins for FREE pipe that secures the peak of pleasure—a pipe always warm while you smoke! Heine's Blend is fine at smokers' shops, counters everywhere. Send for illus. pamphlet describing offer to Sutcliffe Tobacco Co., San Francisco, California or Heine's Tobacco Co., Massillon, Ohio.

(continued on p. 12)



Here's why "33 to 1" is your  
Best Bet for Beer Enjoyment



## BLEND ED 33 TIMES TO MAKE ONE GREAT BEER!

A BRAND NEW BONNET  
WITH A  
BLUE RIBBON  
ON IT



It takes 33 separate brews to put  
such flavor, such smoothness,  
such unvarying goodness into  
a single glass of BLUE RIBBON!

The finest coffee is *blended*... and so is this  
finest of beers... Pabst Blue Ribbon!

Try a glass of Blue Ribbon today. First  
enjoy the *look* of it—the clarity, the sparkle,  
the billowy head. Then enjoy your  
discovery of what beer flavor and beer  
smoothness can be!

In that glass—and in *every* glass of Blue  
Ribbon—is a blend of not two, or five, or ten  
... but 33 separate brews from 33 separate  
kettles.

And each brew is as fine as 96 years of  
skill, the 28 Pabst scientists, and Pabst in-  
gredients can make it!

An expensive way to brew? Of course!  
But that's what makes Blue Ribbon *Amer-  
ica's Premium Beer*, with a smoothness that  
is unique...and a goodness that never varies.

Sometime today, have the pleasure of  
meeting Blue Ribbon.

*It's the BLEND that Better's the Beer*

*Try* **Pabst Blue Ribbon** *and Prove it*

First in the Homes of  
America—and the  
Largest Selling  
American Beer in the  
Rest of the World!

Copyright 1940, Pabst Brewing Company, Milwaukee





## Distress signal!

Dandruff flakes on coat? Then your scalp may be losing its natural oils... a condition you should check at once by using 'Vaseline' Hair Tonic regularly.



## Relieve DRY SCALP and have good-looking hair

If you revel in outdoor sports, sunshine, showers and frequent shampoos... then you'd better be on your guard against Dry Scalp! This condition... so common among active people... is frequently accompanied by itching, loose dandruff, brittle, lifeless, hard-to-manage hair... and excess falling hair!

Fight Dry Scalp with 'Vaseline' Hair Tonic... it is made especially to combat this condition. This different hair tonic contains positively no drying ingredients, but instead actually supplements and helps protect the necessary oils present in normal and healthy scalps. Begin using 'Vaseline' Hair Tonic today... and watch how quickly it makes your hair lustrous, well-groomed and "alive-looking"!

A few drops supplement the natural scalp oils, keep your hair good-looking.



EVERY MORNING—shake on a few drops when you comb your hair.

EVERY WEEK—before shampooing give your scalp a generous 'Vaseline' Hair Tonic massage for extra protection against dryness.

# Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

© 1940, Chesebrough Mfg. Co., Corp'd.

## FROM LIFE'S CORRESPONDENTS

(continued)

French Army but suitable Belgians as they arrive are converted from refugees to refugee receivers, and the Belgian Ministry of Public Health (momentarily represented by the famed art collector, Leon Kochinsky) is playing a big part. One American helping is pretty Theodate Johnson, the Cleveland-born opera and concert singer.

The Germans seem to think that bombing and machine-gunning refugees will break their morale. They are mistaken. Just as in Republican Spain, these victims of terrorism react with angry bitterness and ask for nothing better than a chance to take a crack at their attackers.

Some typical or outstanding cases:

Two 12-year-old girls from Charleroi, Belgium, were making their first communion, on Whitsunday morning, when they had to leave in white veils and organdy dresses and with only their prayer books for passports.

A heavy man said, with spasmodic soba, that he was the sole survivor of a group of 15 who walked together from Liège and were machine-gunned by planes which picked his group off day by day.

The saddest of all are the few who have gone mad: for example, a woman starting out with two young children who remembered after crossing a bridge that she had forgotten her identity papers. She told her children to wait while she rushed home and got the papers. When she returned she found that the bridge had been dynamited as a defense measure and that her children, aged 8 and 4, were alone and unprotected on a war-ravaged continent.

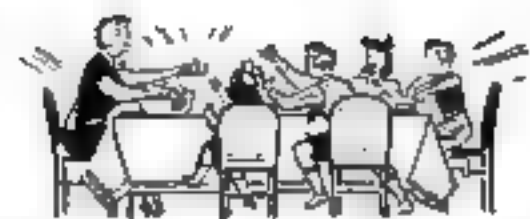
JOHN NEILL

### "Imagine the Worst"

Paris (by cable)

Paris has changed to the core of its being. Paris is at war. Paris is in *la zone des armées* now. The shrieks of the dying in the burning Ardennes are not heard on the Grands Boulevards and the Champs-Élysées but they have driven all the little children out of Paris and called all the young men up. Do you know what big guns and incendiary bombs and machine guns are? Do you know what they can do to people and houses and roads? Imagine the worst things you can. They have all happened. Things that make you squirm with horror, rage, disgust. They have happened to the houses and the people in them and to the roads and the people running or trudging or sleeping on them. Lost, lost homes, dead fathers, exhausted mothers, hungry children, the young, the old, the crippled driven like leaves before a furnace, still facing a desperate future, still full of the threat of bombs and burnings and wanderings, facing it with nothing but those tear-drenched, hastily tied small bundles on their backs. An old, old Frenchwoman says: "Three times in my life the Germans have driven me off my land but always I have gone back." A volunteer nurse with delicate, manicured hands bathes the blistered feet of an old peasant. A Belgian woman discovers that the baby in the bundle in her arms is dead, and she had been cry-

(continued on p. 15)



## Peppy Grandmother

a stickler for serving nice "Bowl Salads," says:

THERE'S NO OCCASION THESE DAYS FOR FOLKS TO FIDDLE WITH MAKING FRENCH DRESSING. THIS

REAL FRENCH DRESSING MADE WITH 'FRESH-PRESS' SALAD OIL TASTES FRESHER THAN HOME-MADE!



## CLICQUOT CLUB

Pale Dry Ginger Ale • Golden Ginger Ale • Sparkling Water (Soda)

50 Years a Favorite!



*"I'll be in Scotland afore ye!"*



## THE CHRYSLER HIGHLANDER

... the talk of the smart set everywhere!

**Y**OU'LL take the high road to the very crest of motoring swank and distinction, if you're in a new Chrysler Highlander.

And if you want the first one in your social circle, you're probably going to have to move fast... or somebody will be "afore ye."

Verily, the plaid's the thing... not only in the world of clothes, but in the brighter, gay-er, fresher Highlander interiors.

Seldom has a new car swept so swiftly into favor as has this Chrysler "Scottie." And it's available with a regulation Coupe or Sedan body... or in the Convertible type here shown.

In either case, you get the agile performance and superb smoothness that go with Chrysler's *High-Torque* engine... the



*Exclusive style... modern convenience! Divided seat back tilts forward for easy entry to rear compartment... automatic top lowers by pushing a button.*

matchless all-day comfort of Chrysler's cradled Floating Ride.

**A push of your finger operates the top!**

In the Convertible, you realize the dream of year-round comfort... you can be indoors or outdoors at the touch of your finger. A convertible top you'll really use, because you just press a button to raise or lower it. You can also have, for an extra charge, the All-Weather Air-control, which filters, warms and ventilates, literally surrounding all passengers with a curtain of warm air.

For the complete list of Chrysler refinements, most of them exclusive, see your Chrysler dealer. It's a long list that spells superb motoring. Ask for the Highlander... and be first in the fashion parade this season.

★ ★ ★

★ TUNE IN ON MAJOR BOWES, COLUMBIA NETWORK, THURSDAYS, 9 to 10 P. M., E. D. S. T.

**BE MODERN—BUY CHRYSLER**





Beautiful jeweled Girard-Perregaux Swiss watches with parts accurate to 1/10,000 of an inch—lubricated with amazing automobile motor oil! Yet this same oil stands marching highest of modern engines.

# AUTO ENGINE OIL OILS FINE WATCH

MAY 31:—SPECIAL—With car makers offering models machined and fitted to ten-thousandths of an inch, engineers cheered today when Shell Oil Co. announced Golden Shell Motor Oil so pure and so completely refined that it can actually be used in watches accustomed to oil that costs \$16 a quart.

This fast-flowing, tough-bodied lubricant, designed to hold its body and lubricant film in modern super-powered car engines, now oils 30,000 delicate jeweled watches so beautiful they might easily win gold medals at a watchmakers' show!

Lest you think this oil is "delicate" or "thin," the refinery engineers report that it holds up without sludge,

carbon or breakdown in giant trucks hauling 20 tons and operated at high speeds with radiators often at the boil.

"What will it do in my automobile?" was the query put to Shell's technical men.

"It will work," was the plain and reassuring answer, "—better than any old-style oils at any price."

At one sixty-fourth the cost of watch oil (or 25¢ per quart) most motorists will undoubtedly shout "welcome" to this achievement in the nation's parade of progress.

**Golden Shell**  
THE MOTOR OIL FOR PRECISION-BUILT CARS

"CAN YOU  
IMAGINE THAT!"



MISTER, I KNOW THEY PUT PEOPLE IN JAIL FOR LYIN', BUT, SO HELP ME, I GOT ONE OF THOSE WATCHES! AND I COULD RUN A RAILROAD WITH IT—IT'S THAT ACCURATE.

COME IN AN' I'LL SHOW IT TO YOU. IT'S GOT WINDOWS—AND YOU CAN SEE THE WHOLE WORKS. AN' I SHUDDER TO THINK HOW LONG A QUART OF TOUGH-BODIED GOLDEN SHELL WILL LAST IN THIS STREAMLINED HOURGLASS O' MINE!

SINCERELY, YOUR SHELL DEALER



"Here's the juice  
that turns the trick"



● If you're looking for a healthful drink that never tires your taste—try grapefruit juice—that refreshingly tangy juice that comes only from Florida grapefruit.

It's loaded with health-building minerals and vitamins. And good for everyone—in a dozen different ways.

A tall glass makes a grand drink at mealtimes or in between.

## FLORIDA

CANNED

## GRAPEFRUIT JUICE

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.

## FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

**A Special Shave Cream—It's  
Not a Soap, Needs No Brush!**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. With no soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

FREE—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-11, Glastonbury, Conn.

Offer good in U. S. A. and Canada only

## FROM LIFE'S CORRESPONDENTS

(continued)

ing so hard she had not known it. Now she stops crying and just looks.

I have forgotten all these loud noises and I can only hear the crying of babies and the silences of desperation. All I can remember is how some of the



VINCENT SHEEHAN

little children laughed because they found something or other funny. These laughs were miracles and I also remember I saw one girl kissing a young soldier goodbye, a long, young kiss, because you must know that while refugees come in, soldiers are going out, and even in the middle of all this trampled fruit of hate there is still love in young people's hearts and the desire of kisses on their lips. I go back through the sparkling sunlight to the Ritz and even though I have only been gone a few hours, I can tell by the expensive Vuitton luggage piled up in front of its doors that the Rue de la Paix refugees are leaving the Ritz.

On the doorstep I meet Vincent Sheehan. "I have been to the station," I said. "I know all about it," he said, "have seen it in Spain, it's always like that. But this is worse." I said, "Yes." He said, "This is worse." And then he tells me about a fellow with yellow gloves he met in Paris whose finest feelings were outraged when he heard the name of the Ritz in Madrid had been changed to Gastronomique Number One and we go to have a drink and talk about what comes after all this and maybe he knows but I don't.

CLARE BOOTHE

Paging Dr. Goebbels

Paris (by cable)

Butter-and-egg men in Budapest are putting up a terrible howl. Hungarian agricultural exporters have drawn the attention of Dr. Goebbels, and their products which pass through the *Tunkerekedelmi-Hivatal* or Hungarian Import-Export Bureau, now undergo some miraculous transformations. It is in this bureau that a new German set-up has been installed for labeling Hungarian agricultural products with Russian marks of origin.

This, in particular, applies to eggs, chickens and sacks of all sorts of grain, as well as beef, mutton and pork. All are being stamped with hammer and sickle and some of them bear names of Russian towns and districts in a Nazi effort to make the uninformed German public think that they are actually receiving these supplies from their Russian "ally."

ERIC B. TOWNSEND



MAGNIFIED CUT-AWAY SECTION  
SHOWS THE 2-THOUSANDTHS INCH THIN  
SCREENED COMB AND LIGHTNING-FAST,  
DOUBLE-EDGE OSCILLATING CUTTER

**FAST, CLOSE-SHAVE COMFORT  
WITH THIS EXCLUSIVE HEAD!**

ONLY THE **Sunbeam**  
**SHAVEMASTER** HAS IT!

Yes! Close as a straight-edge, and faster. That's the kind of smooth, comfortable electric shaves you get when Shavemaster greets you in the morning. That's why Shavemaster is changing the shaving habits of men everywhere—WINNING AMERICA TO DRY-SHAVING. No other electric shaver has its exclusive head. The holes in the whisker-thin comb are so close together the whiskers enter freely and easily whether they are tough or fine, curly or straight. The lightning-fast, oscillating, double-edge cutter is pressed tight against the inner surface of the comb—gets the whiskers FASTER and CLOSER without skin irritation. Be sure the shaver you buy has this exclusive Sunbeam head!

BOTH MODELS HAVE THE SAME EXCLUSIVE HEAD AND GIVE THE SAME PERFECT SHAVES

The Model "R" has the Universal, brush-type, series-wound motor that operates on both AC and DC. The Model "M" has the new Sunbeam magnetic type motor for operation on AC only. On sale wherever good electric appliances are sold.



Model  
"M" (AC)  
\$7.50



Model  
"R" (AC-DC)  
\$15.00

CHICAGO FLEXIBLE SHAFT CO., 505 Roosevelt Rd., Chicago, Ill., Canada Factory, 321 Weston Rd., So., Toronto. Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, IRONMASTER, etc.

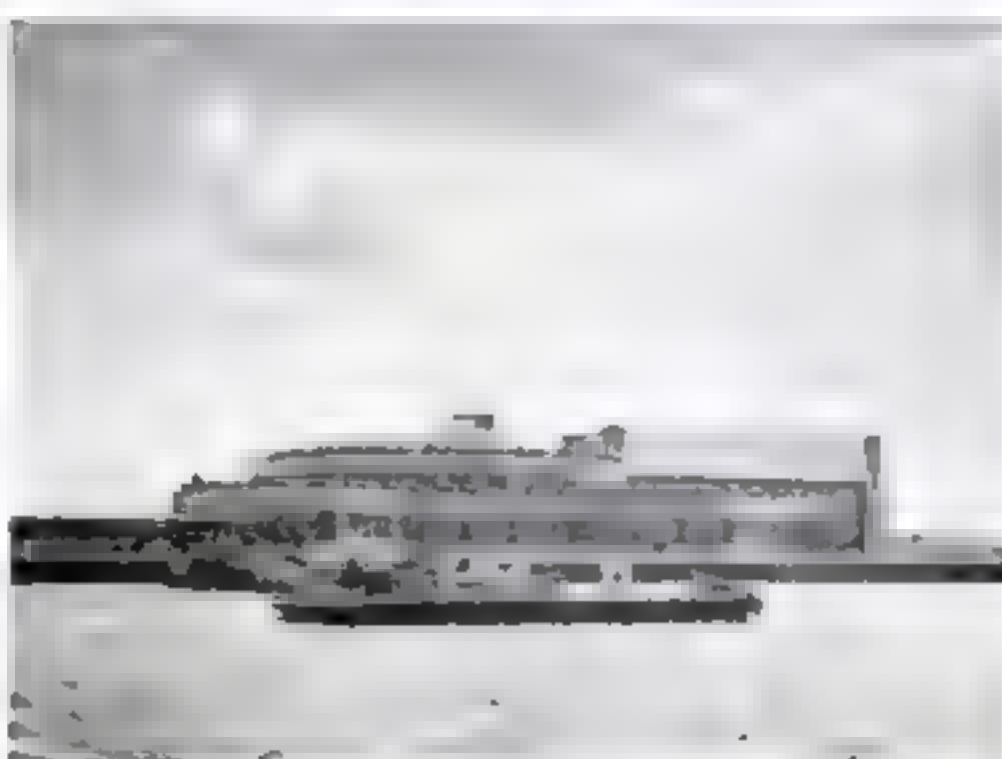




TAKE-OFF AT NORTH BEACH; STRAINING UNDER A FULL LOAD OF GAS, MAIL AND PASSENGERS, THE CLIPPER ROARS DOWN BOWERY BAY AND LIFTS HEAVILY INTO THE AIR



**1** The Clipper is waiting, every bolt and spark plug checked since its last flight. Fifteen minutes before take-off the crew of eleven, led by Captain Francis Nolan, goes aboard.



**2** At 5:37 p. m. the Clipper taxis up the bay, then roars back past waving friends on the airport building. The water drops away. The ship wheels over the airport, heads east.



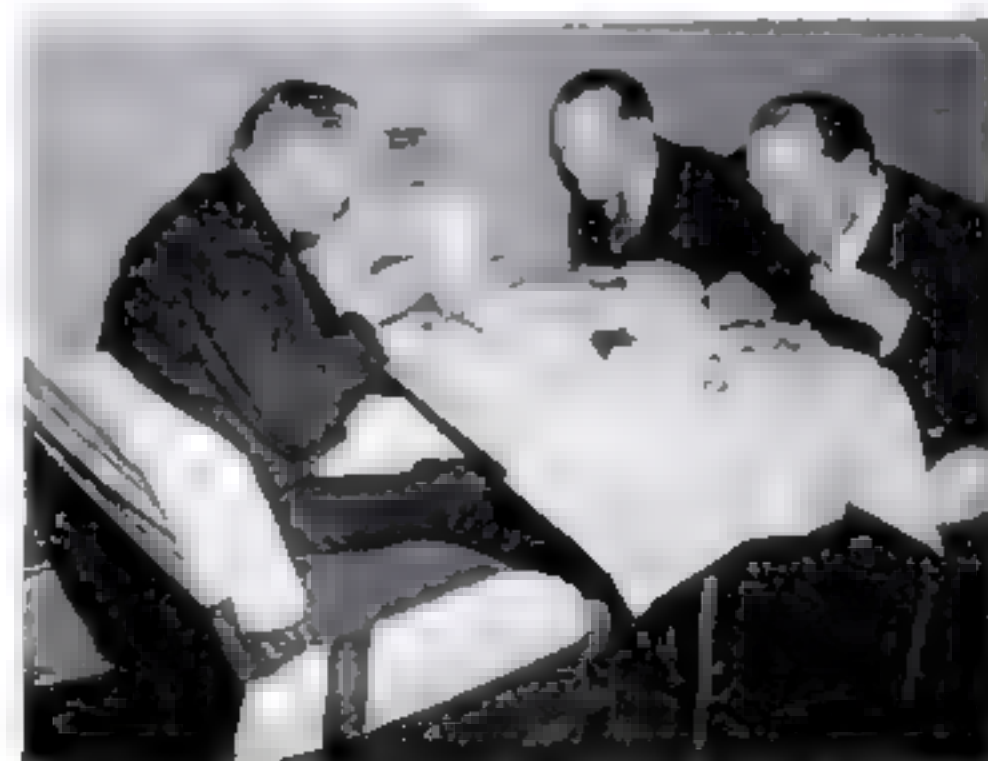
**3** Captain Nolan comes down flight deck with jaw-dropping news to Eve Curie "New York just radioed that your luggage was left on dock by error."



**7** In the galley Aldert Tuinman, one of two stewards, prepares dinner. A Dutch American, he has been on the Atlantic run since July 1939. Catering is by Hotel New Yorker.



**8** Celebrities have dinner together. Right to left: Archduke Otto, Charles Rist, Eve Curie and Otto's aide, Count Franz Trauttmansdorff. Language: French. Conversation: the war.



**9** The other Frenchmen eat together. (l. to r.) Eugène Gentil of the French Purchasing Commission, Alexandre Cometta; Julien Chadenet, Paris banker



# LIFE FLIES THE ATLANTIC

## AMERICA TO EUROPE IN 23 HOURS BY CLIPPER

As the Clippers fly, Europe is only 23 hours from New York. Twice each week, weather permitting, the great flying ships whir up from North Beach airport and head out over the Atlantic for Horta, in the Azores, and Lisbon, Portugal. With such a flight LIFE begins this "America and The World" issue, not only because it makes a swift and dramatic transit from the troubled peace of the U. S. to the war world of Europe, but also because it signifies better than anything else what a narrow barrier the Atlantic Ocean has become between the two continents.

No one knew, when Pan American sent the first Clipper off last spring, how vital this transatlantic service would suddenly become. It was war which put the Clippers over. Flying the Atlantic changed, almost overnight, from adventure to the fastest, pleasantest, even the safest, way to get to Europe.

For Pan American last winter was an airline's nightmare. Weather over the Atlantic was the worst in 75 years and, while storms seldom stop the Clippers, high waves in Horta harbor hold them up for weeks on end. The New York landing base froze over, then Baltimore, then Norfolk, then Charleston, finally forcing the Clipper to land at Miami. Mail piled up by unforeseen tons, passengers fought for seats and the British censors searched all mail at Bermuda until March, when Pan American cut out its Bermuda stop. From this hectic winter Pan

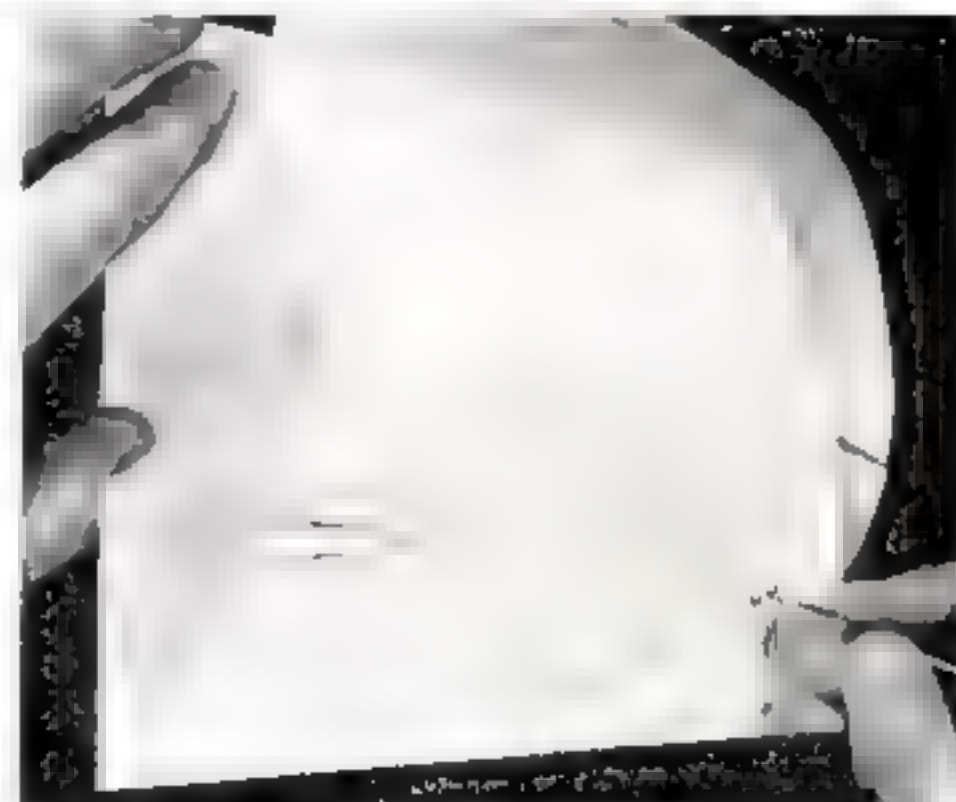
American has emerged with flying colors and a perfect record. Under the greatest pressure it stuck to the strictest safety standards.

War weeded out the casual voyagers, leaving only those with pressing reason to travel. Since last September the Clippers have been the best international club in the world. Dues are high (\$395 one way), though no higher than the best cabins on the best liners. Members are invariably interesting, often headline names. There is excellent conversation in three or four languages, and a striking absence of social ice to break, for the air and the war combine to produce an easy good fellowship of the Atlantic traveling elite.

LIFE has been privileged to take the first pictures of a Clipper flight. On this flight the *Atlantic Clipper* carried 948 lb. of mail and 18 passengers. These were: Archduke Otto of Habsburg, pretender to the Austro-Hungarian throne; Eve Curie; Charles Rist, French Government economist; three other Frenchmen; a Swiss lady returning from Palm Beach; a beautiful American girl going to join her British husband, an R. A. F. flier; two Portuguese; a Dutch engineer; Otto's aide; four American businessmen; and LIFE's Photographer Bernard Hoffman and Associate Editor Joseph J. Thorndike Jr.

Waves at Horta delayed the flight over a week. But once started, it was smoother than any train ride. Passengers moved about freely in the three

main cabins and lounge, fell into groups by interests and languages, ate well, slept soundly in comfortable berths. After dark the Clipper passed through a half-hour storm so smoothly that no passenger knew it until later. There is almost no feeling of movement. Only scary thing about the Clipper trip, for an American, is the sensation of going aboard in New York, floating in the sky for a bare 23 hours and stepping out on a continent flaming with war.



Weather reports held Clipper in New York over a week. It will not take off if waves at Horta are over three feet



4 Passengers fall at once into lively conversation: "Is this your first Clipper trip?" "How long did you wait in New York?" Charles W. Rendigs, New York dress manufacturer, is talking.



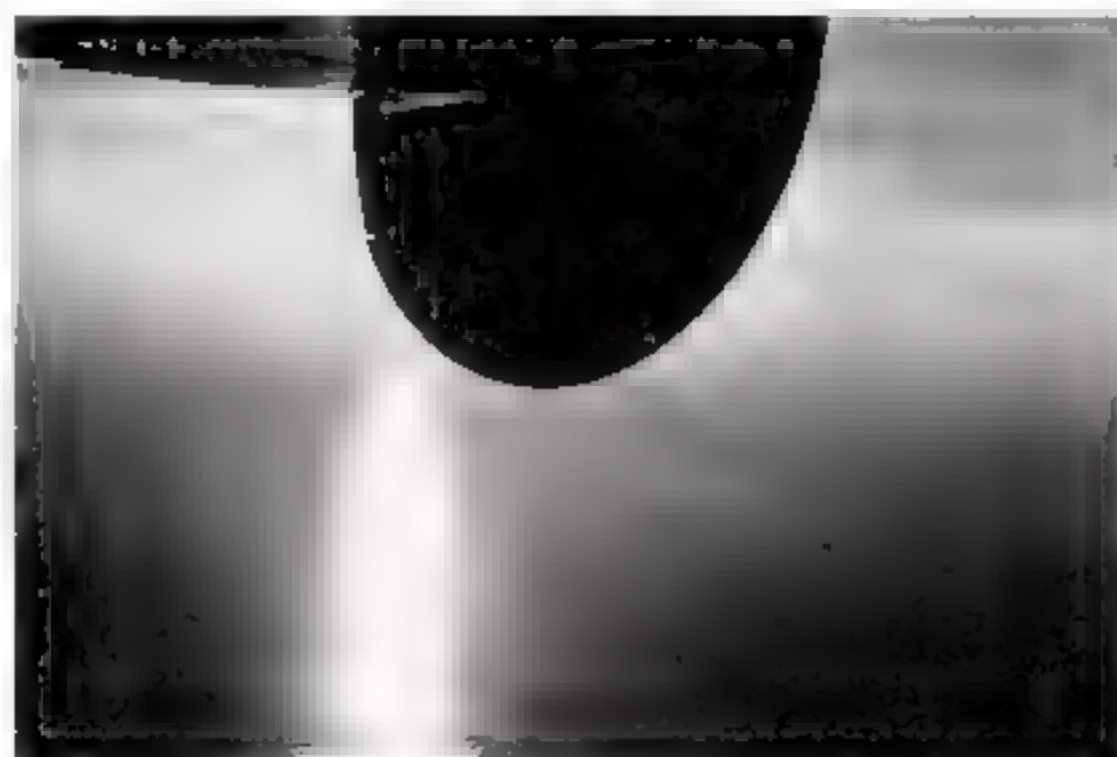
5 Nantucket, at 5:07, is our last sight of land. New York forecasts generally good weather with a slight storm front 600 miles out, a heavier one at 1,200 miles. The navigator takes his first bearings.



6 Flying at 8,000 ft. for best winds, we pass over scattered clouds. Plane is run like ship. In good weather captain takes controls only at landing and take-off.



10 Captain Nolan has two ladies at his table. Beside him, Mrs. Marjorie Sue Freund; right, Mrs. Louise Treyvard, Swiss socialite. The Captain admires Mrs. Freund's dimples.



11 Sun sets under the rudder at 7:20 New York time. We reach the area of the first predicted "cold front," find only traces of it. Navigator Charles Lunn takes bearings on the planet Venus.



12 Mrs. Treyvard, at work on a soldier's helmet, has shown Mrs. Freund how to knit. Now Mrs. Freund teaches Otto. Before marriage she was New York model





**13** Steward makes up beds. Frames, mattresses, pillows are extra-light but at 8,000 ft. work is extremely tiring.



**14** Company is so good that all the passengers are late to bed. At 8 a. m., Count Trauttmansdorff, Commander Matoso of Portuguese Air Force and John R. Knights are going strong over Scotch.



**15** It is 8:30 when Matoso gets in upper berth. He had been in U. S. inspecting military planes bought by Portugal.



**16** Looking aft from main lounge with all berths filled. Passengers got a sound and bumpless sleep.



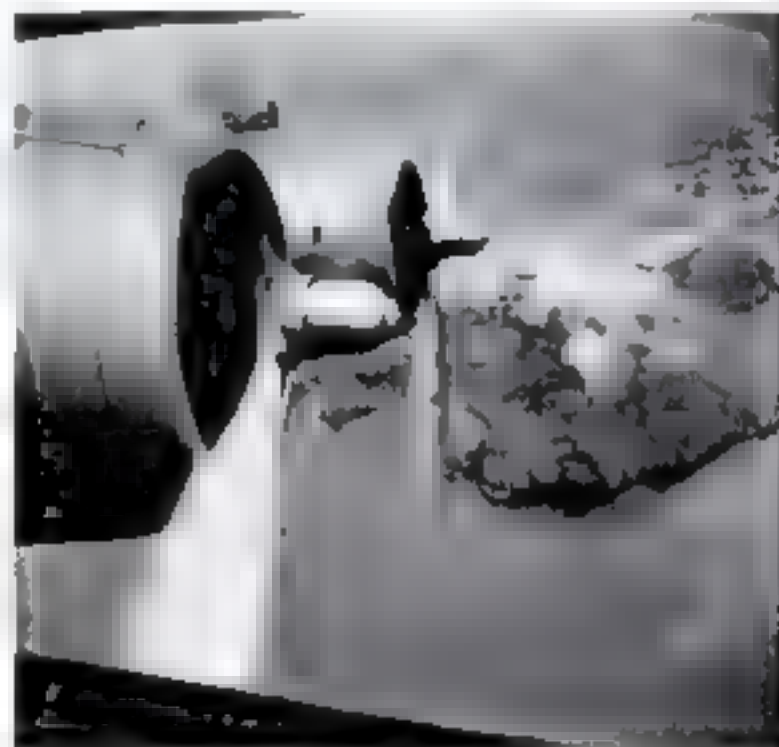
**18** When the sun rises at 5:35, Horta time, the Clipper is flying between layers of clouds. Everyone is up early.



**19** John R. Knights shaves comfortably in the men's washroom. A machine-tool man from Vermont, he is bound for Paris on war business.



**20** All is alert on the flight deck as we approach Horta. Radio Operator Dixon works direction finder as we start down through thick clouds.



**21** Minutes later we break through clouds and come out directly over the Azores. The town at right is Horta, island's capital.



**23** An inscrutable Azores policeman stands in the doorway, surveying all.



**24** Bucking treacherous waves, Captain Nolan makes a masterful take-off. The passengers, relieved of the prospect of staying at Horta, relax. Most are talked out. The Count falls asleep.



**25** Mrs. Freund shows Captain Nolan the diary she is keeping of her trip. She is going over to be mistress of a great estate in Oxfordshire, now a war hospital.



**26** Nearing the Portuguese coast, a small ship is sighted. Few ships will answer radio calls in wartime.



**28** At 6:45 p. m., we make landfall in Portugal. This is Cape Roca, westernmost point in Europe. The peak is Sintra, crowned by the castle of Portugal's kings.

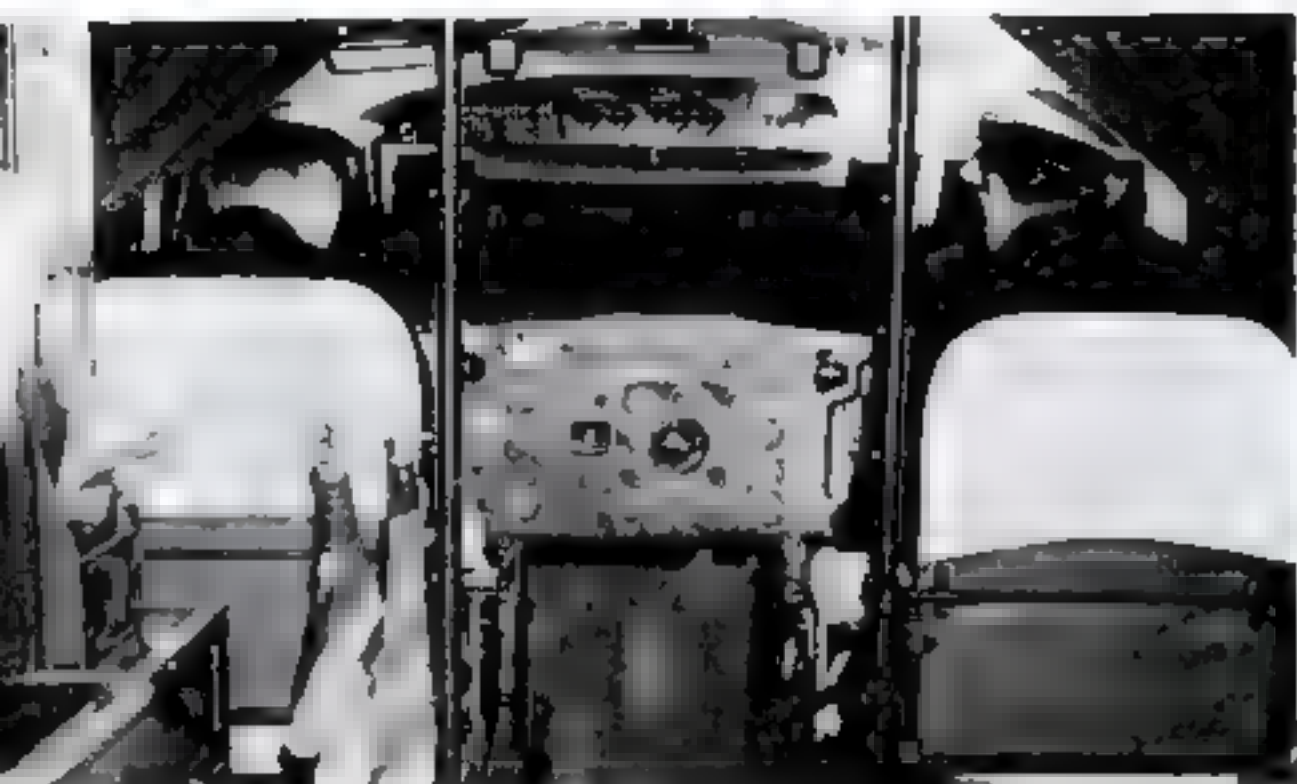


**29** Few minutes later the Clipper is over mouth of Tagus River. Down this river sailed the galleons of Prince Henry, the Navigator, to claim half of the known world. Lisbon is 17 miles upriver.



**30** We land smoothly on the Tagus at 7:21 p. m., Lisbon time, and are pulled up to the Pan American dock. It is 23 hr., 5 min. since we took off from North Beach. A light rain begins.





**17** On the flight deck two pilots sit at the controls, staring into the night. But the plane is being run by the automatic pilot. When we hit the second cold front at midnight, we had to fly 15 minutes on the instruments.



**22** Gasoline Lunch comes out to refuel the plane. Then comes the hardest blow—the passengers may go ashore. The waves are rising. No time was lost getting off. Disappointed and hot, passengers mope in cabin.



**27** M. Rist traces course for Mlle Curie. Most passengers lapsed into sleep or boredom from Horta to Lisbon but these two kept up an animated conversation. M. Rist was on war mission for French Blockade Ministry.



**31** Led by Eve Curie, the passengers hurry up from the boat to dock in the rain. Having passed the acid test of an international glamor girl, Mlle Curie looks on after a trip without night clothes or a toothbrush.

## Too many gray pages in your diary?



It's foolish to take a slow-acting laxative when you could feel better so much faster by taking Sal Hepatica—a laxative that helps you fast—two ways.

Now read this brighter diary:



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**Clark Minor**—President of International General Electric Company, says:

"Over and over again I have seen a man work up to the point where success seemed just within his grasp—and then lose out because of Grade B Health. Grade B Health puts a brake on a man's best efforts by slowing up his energy and power of concentration."



CLARK MINOR



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**Fleischmann's Yeast**—rich in the Nerve Vitamin B<sub>12</sub>—helps restore nerves exhausted by lack of this vitamin.

Today, in this country, thousands of men and women who used to be nervous, irritable, chronically tired have been helped back to more vigorous, happy living, simply by adding this fresh yeast to their diet. We have their letters in our files. You, too, should benefit by eating Fleischmann's Yeast regularly. Get it from your grocer.

How to get the full benefits of Fleischmann's Yeast

1. Eat 2 cakes a day.
2. Eat it first thing in the morning and half an hour before supper.

Fleischmann's fresh Yeast should be eaten as regularly as bread, to get its full, lasting benefits. It has something your system needs and should have every day.

Fleischmann's Yeast is a remarkable natural storehouse—one of the greatest known—of all the parts of the amazing Vitamin B Complex, made up of perhaps as many as 10 different B vitamins.



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## LIFE'S PICTURES



The quartet above was photographed standing at the base of a gleaming white monument in Lisbon just after LIFE had completed its Clipper trip to Portugal (pp. 16-19). Joseph J. Thorndike Jr. (left), associate editor of LIFE, and Photographer Bernard Hoffman (right) flew from New York to Lisbon to take the first picture story of a Clipper flight. Accompanying them on the trip was Dr. Celestino Soares, Portuguese author and lecturer, who had been in the U.S. since October on a mission for the Portuguese Government. In Lisbon they were met by Shelley Smith, LIFE researcher in Europe, and together the quartet went on to do a photographic study of Portugal.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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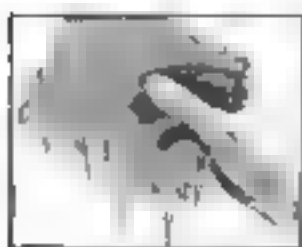
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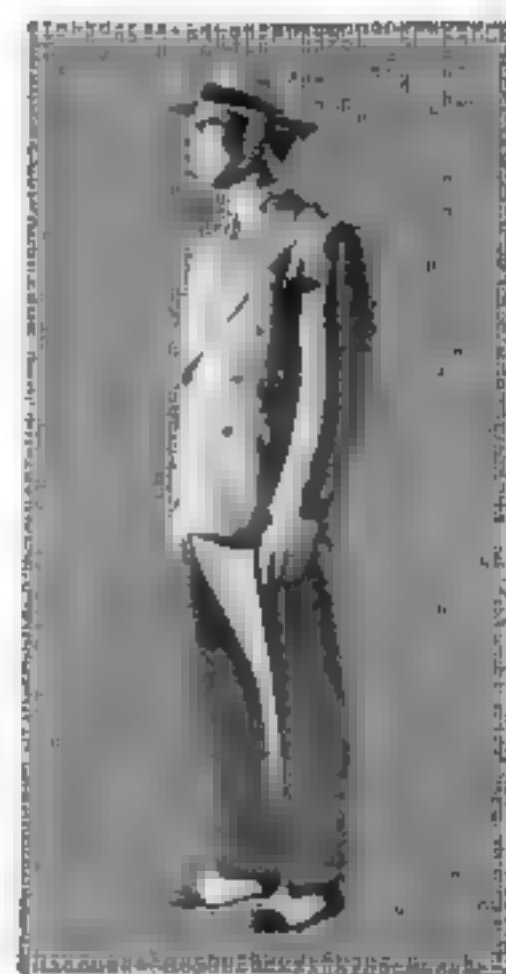
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*Back from Havana:—*



**OWL:**  
Hello, Fred—did you have a good time in Cuba?

**PERRY:**  
Yes... thank you: I'm only sorry I had to leave that part of the world so soon.



**OWL:**  
Did you smoke any Havana cigars while you were down there?

**PERRY:**  
That's a treat I never miss when I'm in Cuba. That Havana taste suits me.

# *FRED PERRY APPROVES HAVANA FLAVOR OF NEW WHITE OWL*



**OWL:**

Do us a favor, will you? Try this *new* White Owl Cigar and tell us what you think of it.

**PERRY:**

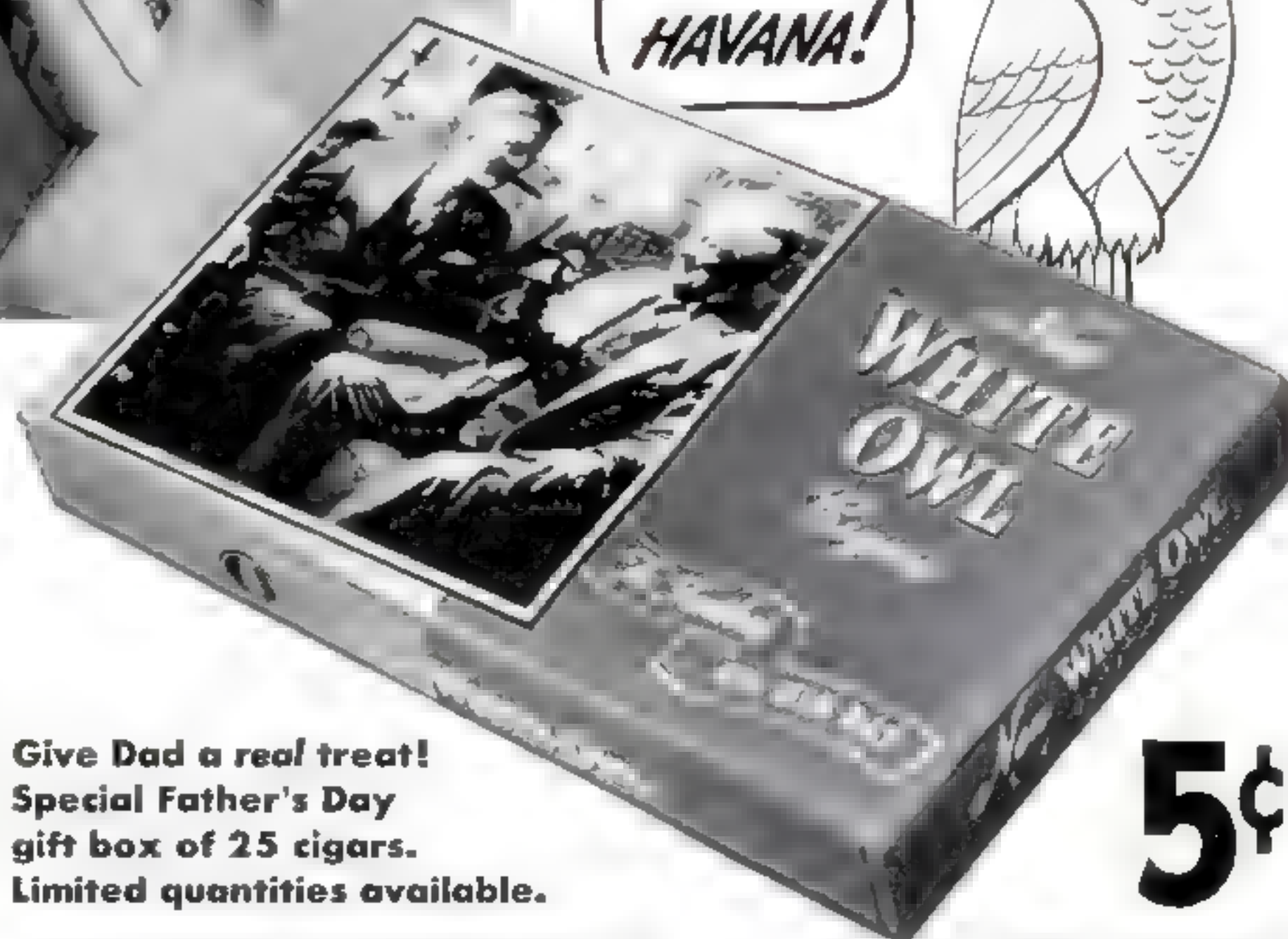
Sure thing—but I warn you I'm finicky about cigars. (After several puffs.) Say, that's something, now. There's Havana flavor for you... mild, too!

**NOW  
BLENDED  
WITH  
HAVANA!**



**F**RED PERRY, internationally famous tennis star, recently returned from an exhibition tour of Cuba. We interviewed him when he arrived in New York. Knowing that he smoked cigars and that he would be fresh from the home of Havana flavor, we asked him to check the *new* White Owl for Havana flavor.

The *new* White Owl, with its Blended-with-Havana filler, does have a rich Havana flavor—thousands of smokers will go along with Fred Perry on that. And the fact that you now can get this preferred cigar taste in a good 5¢ cigar accounts for the *new* White Owl sales record. Are you missing out on this cigar "find" of the year?



**Give Dad a real treat!  
Special Father's Day  
gift box of 25 cigars.  
Limited quantities available.**

**5¢**

See how the new White Owls are made—New York World's Fair, 1940

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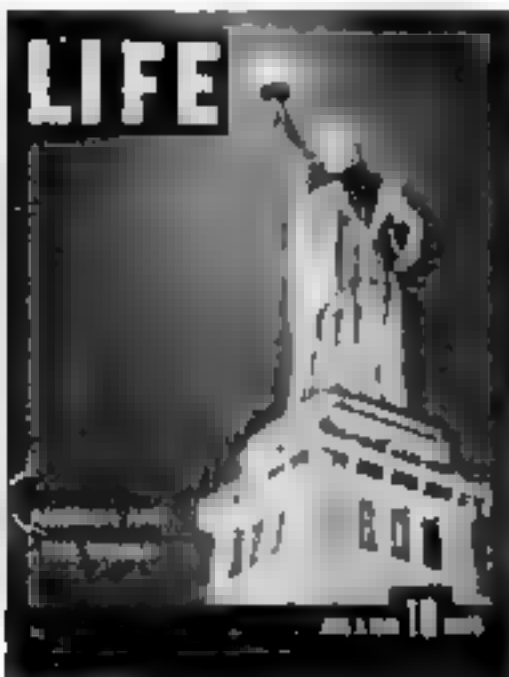
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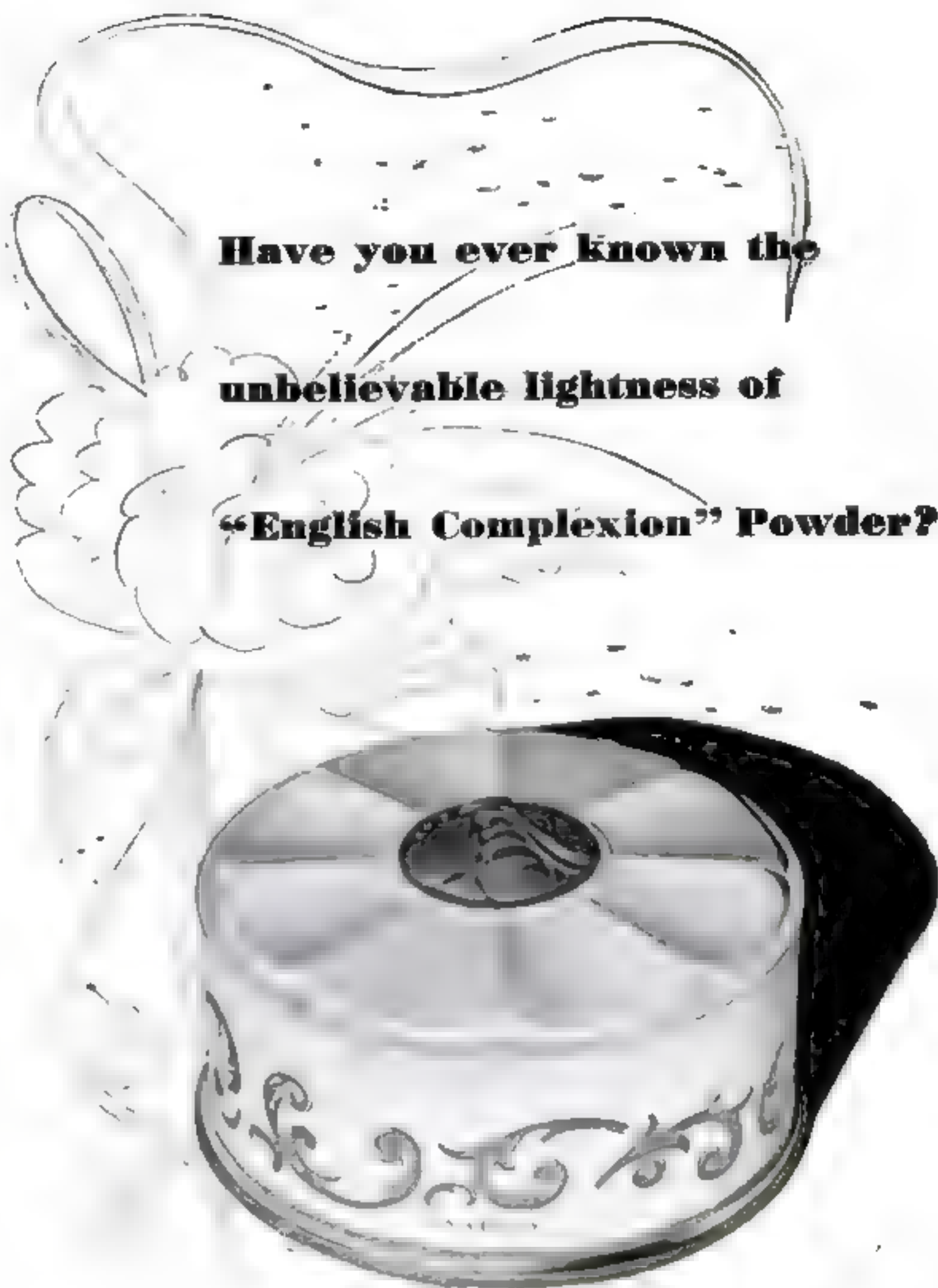
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**LIFE'S COVER.** The Statue of Liberty has appeared on LIFE's cover once before. That was for the special issue of June 3, 1939, devoted to a long look ahead at America's future. What seemed then perhaps the longest look was taken by Walter Lippmann, who predicted that in "the world of tomorrow" America would become the dominant center and guardian of Western civilization. History has moved fast since then. In this issue, with Mr. Lippmann again contributing (see pp. 102-106), LIFE examines the world of a tomorrow which has now begun.

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If you will send 35 cents in stamps or coin to YARDLEY, 620 Fifth Avenue, New York, you can obtain a generous box of "English Complexion" Powder and a lovely little trial flask of "BOND STREET" Perfume. Write your name and address in margin and check shade desired. ☐ English Peach. ☐ Deep Peach.



# SOUP LINE 1940 STYLE...

Advertisement



**Houston, Texas:** (above) Comely "car-hops" at Sivills' drive-in restaurant near Houston, add to the enjoyment of dining at this busy place. And the girls do say that nothing satisfies a hungry customer like a steaming bowl of Heinz Cream of Mushroom, Chicken Noodle or another delicious Heinz Home-style Soup.

**San Francisco, Calif:** (right) For the benefit of skating enthusiasts, Winterland, famed ice-rink of San Francisco, is open the year around. So is the glistening Heinz Electric Soup Kitchen which caters to athletic patrons at that resort—serving their favorite dishes of hearty, homey soups fully prepared by Heinz.



**Boston, Mass:** Smart students of Harvard and M. I. T. early develop a flair for good eating—invariably select Heinz Home-style Soups at luncheon or "snack-times". And the Tech Pharmacy, popular Cambridge rendezvous, sees to it that they get their first choice in delectable home-tasting soups.



**New Orleans, La:** Gourmet's Paradise, New Orleans, is famous for such dishes as Oysters Rockefeller, pompano papillote and shrimp creole. Famous, too, are the more modest eating places like Waterbury's Drugstore, which attracts New Orleans folk to sample Heinz Home-style Soups. Gumbo Creole Soup naturally ranks high among the favorites.



**Los Angeles, Calif.:** "Soup's on" says the chef at Carpenter's Drive-In, on Glendale Blvd., Los Angeles. Quick and willing response comes from Angelenos who know the virtue of "one hot dish per meal"—even on the warmest day. Many make that dish a serving of Heinz Home-style Soup with a salad or dessert to follow.



**S**OUF lovers everywhere have given a rousing welcome to the new Heinz Electric Soup Kitchen for restaurants and lunch counters. It serves up your favorite Heinz Soup piping hot in two minutes! This amazing Heinz Soup Kitchen heats the soup before your eyes in a spotless, sanitary electric cup. Every bowlful is sure to be fresh—uniformly delicious. If there isn't a Heinz Soup Kitchen where you dine, drop a gentle hint to the manager. You'll be doing him a service.





GERMAN CONQUEROR POSES WITH THE MOST TERRIFYING TROOPS OF HIS SUPER-ARMY. THESE PARACHUTE LIEUTENANTS WON IRON CROSSES FOR TAKING FORT EBAN EMAEL

## GERMAN CONQUEST THREATENS THE WORLD

The people of America stood aghast as the hand of history unrolled the most terrible, fateful week in the memory of living men. The German Army, rolling down on Paris, wheeled suddenly west across the plain of Flanders, caught a huge Allied army in its trap and swept on to the English Channel. At week's end the conqueror stood on the coast where Napoleon turned reluctantly back, and gathered his frightful war machine to hurl upon the fortress of England.

To military men, as to plain citizens, the might of the German Army came as a stunning surprise. Out the window went decades of war theory as the thin motor columns cut through the enemy lines and, leaving their flanks unguarded, raced on to seize strategic positions. (While the motor columns cut the vast battlefield to ribbons, the dive bombers reduced it to confusion, left the enemy forces reeling like a punch-drunk boxer.)

Even more amazing was the Army's superb organization. Oil trucks kept right behind the tanks. On the still-smoking ruins of blasted bridges, engineers threw up new ones. With their captions the photographs on the following 14 pages, arranged as they

may well be reprinted in years to come in pictorial anthologies of World War II, give the first vivid picture of this marvelous war machine pushing relentlessly west through Holland, Belgium and France.

Most amazing of all is the spirit that built and drives this engine of conquest. For the Germans are not supermen. Seven short years ago they were the bitterest, most frustrated people in Europe. Then out of the very dregs of German life rose a man with an Idea that galvanized a desperate nation and threatens to conquer a continent.

The conqueror stands, in the picture above, among

### AMERICA AND THE WORLD

Hour by hour, in these dark days, the events in Europe shape the course of America's destiny. In this issue LIFE looks first at the marvelous German Army in its swift, relentless invasion of the West. Then it proceeds to examine the beautiful, proud lands that lie in the conqueror's path—France and England, as they were and as they may never be again. How Americans live and think for years to come will depend on whether the Nazi war machine wins its terrible goal or not.

his most terrifying new fighters—the parachute troops. The little corporal who kept on fighting until he won the last war and then still kept on fighting is the idol of his Army. It was he who rebuilt that Army in defiance of the world. It was he who put a whole nation on short rations that the Army might have guns and tanks and airplanes. It was he who bred a generation of young fanatics in love with the art of war. It was he who knew better than his generals the strength of Germany and the weakness of her enemies. It was he who seemed last week to be closing the covers on four centuries of European history.

If this man is to be master of Europe, there will be no easy peace for America. The nation's quick and virtually unanimous resolve to arm at top speed is ample proof that from now on Adolf Hitler is America's problem. The German victories brought shock and deep fear to the United States, but they brought also a consciousness of national strength. The old nations of Europe may fall before the conqueror but the young, strong giant of the West will meet any challenge that Adolf Hitler dares to make.



## THE ADVANCE: GERMANY'S FIGHTING FORCES



Through the Ardennes forest of eastern Belgium, considered practically impassable, a German tank-company commander sits high out of his medium, 18-ton headquarters tank. His two gunners are perched on each side. His 23

tanks follow somewhere behind. In case he decides to change plans, he has the rubber-coated, begoggled cyclists to carry his message. In case anything happens to them, he has a radio (notice aerial like buggy whip at right of tank).

But not much unexpected will happen, for the advance scouts have already thoroughly explored this deep forest, a naturally dangerous terrain for tanks. The tanks will assemble tonight deep in the forest to deliver assault next day.



At a crossroads in The Netherlands, the advance of a German Panzer division was temporarily stopped by barbed wire, concrete road block (left) and a nest of anti-tank guns in the smoking building at right hiding a pillbox. The mo-

torized infantry use their own little infantry howitzers to blast the pillbox, then assault and mop it up. Tanks might have gone around it but their follow-up can move faster by keeping to the road. Scouts first found this little clot

of opposition, did not stop to clear it out but sent word back. Dive-bombers might have been used but the Panzer men decided to do the job themselves. Infantry with machine guns and trench mortars are visible at the right.



# ROLL FORWARD TO STRIKE THE FIRST BLOW



A barricaded Dutch road where a line of trees has been felled by dynamite belts (LIFE, Nov. 20) fails completely to stop a German combat train which simply swerves out to the left into the field and rolls on to the front. In lead

is tank, then supply cars rushing up field kitchens, men's equipment, officers' baggage, drivers, shoemakers, clerks, spare crews. Motorcyclists see that nothing in this vast motorcade gets lost. The fighting front, cabled LIFE's

Correspondent Clare Boothe, "is an octopus with tanks for tentacles and it is very hard to get near enough to slit its belly. The front in France is the entire blue sky over it. They bomb to the coast and back. Their war is total."



## THE ATTACK: EVERY MAN IS A SPECIALIST



A tank-company commander stops, watches with binoculars from his command tower in a medium tank while a Belgian pillbox in the Ardennes forest is blasted out. German infantry come up beside him and watch too while the motor-

cycle messenger in long rubber coat leaves his motorcycle at left. The infantry will attack later with light machine guns, mortars, grenades and Mauser rifles. The Belgians in the pillbox ahead are being pounded by an infantry

howitzer from the heavy-weapon company of the *Panzer* division's infantry battalions. For the moment the whole terrible German mechanism is focused on that little pillbox. Everything is planned to clean it out in short order



# WELL TRAINED IN HIS JOB OF DESTRUCTION



The German engineers, superbly trained and equipped to make war rather than peace, swarm over a Belgian road-block of logs set against pillars. At the left, two engineers go methodically to work with a two-man saw on the logs.

The others carry Mausers as well as picks and are ready to fight. For these engineers (called Pioneers) must frequently storm the enemy obstacles that they are assigned to destroy. They first shot up the Belgian defenders at this point,

then stormed it with their flame-throwers and demolition charges. Now they must erase it. For some of their bridge-work, see the following pages. Their work has been phenomenal in Poland, in Norway and now at the Western Front.



Excellent cover has been given this neat little unit of war in a Belgian city by preliminary bombing and shelling that threw debris into the street. This 37-mm. anti-tank gun firing a 1 1/4-in. shell at terrific speed through 1 1/4-in.

armor is served by a smooth-working team. Position was picked by man who threw down bicycle (foreground) and whose Mauser barrel juts out over it. Man on right holds down trail of gun to keep it from jumping. Next man feeds

in shell. Next fires. Next has a shell ready to hand up from the shell box below him. All wear bands on helmets to which to put camouflage. One great German Army strength is that it has far more powerful anti-tank guns than Allies.



## THE RIVERS: GERMAN ENGINEERS TAKE THEM



**Dynamited by the Dutch,** Maas Bridge at Maastricht sags forlornly while an advance German patrol paddles across the Maas River in one of the inflated rubber boats. On farther bank, men are being pulled up out of another rub-

ber boat. These strange craft are built in compartments so that one shot does not sink them. They ferry motorcycles, anti-tank guns, heavy machine guns and trench mortars across streams. Were these German soldiers in danger, they

would all wear helmets, have light machine guns mounted and be covered by smoke shells and trench mortar fire. But the standing man in the boat is joking and the others are laughing. An officer is watching atop the ruined bridge.



**A pontoon bridge** is thrown across a Belgian river by the Germans. The advance has stormed on past the barbed wire in the foreground. The engineers have completed the first section on the other side and here bring across with an

outboard motor and steering oars (right) the shore section for this side. While they are at it, they also ferry a kitchen-and-ration truck for a tank company and the ubiquitous motorcyclist. The square-cornered pontoons are carried

on trucks and trailers in the engineers' bridge trains, then launched, attached and topped with girders and planing. Even a railing is added. Other sections are being finished on the farther shore and will be floated down into place.



# AS THEY COME ACROSS THE LOW COUNTRIES



A finished bridge, strung on a row of the little rubber assault boats, has already been packed with dirt from the hoofs of scout cavalry horses. Each trooper leads his mount. Directing traffic at the near end is the motorcyclist

who has covered his headlight with a cloth to keep it clean during the day. From the amount of dirt on the bridge, it would seem that a considerable number of horses have already crossed. The engineers in the boats do not even

bother to wear helmets. At the farther side is the barbed wire abandoned by the Belgian defenders. Notice sheer cliffs on opposite shore. Many Belgian rivers offer fine defensive positions, but were of no avail against the invasion.



## THE YOUNG MEN: IN LONG LINES THEY MOVE



**Ready for action,** German youths of the motorcycle troops advance, as the German caption says, "American Indian fashion." Mauser rifles are carried, not slung. Bayonets are in scabbards. Each man has "potato-masher" grenades

stuck in his belt. Chevron indicates first-class private. These are the troops that rushed forward to the English Channel along with tanks and armored cars. Each company carries nine light machine guns, two heavy machine guns

and three light mortars. A normal day's travel is about 90 miles, often by night with the day for sleep (*see below*). Here they are working along a Dutch street as shock troops, looking for lonely little nests of enemy resistance.



**Even conquerors must rest.** Apparently not afraid of Allied planes, these German motorcycle troops lie down beside the road, leaving their machines out on the road. One at the right sleeps with his rifle cradled like a baby in his arms.

A Panzer division is full of these motorcycle troops, used as scouts and as shock troops, a total of seven companies. Their training is probably superior even to that of the fine French Army. Their commanders take the best possible

care of these troops, see that they eat regularly and get enough rest. As a result these invaders' *esprit* is said to be excellent. But how the great mass of the German Army would withstand reverses and retreats remains to be seen.



# TO VICTORY OR DEFEAT, DEATH OR SURRENDER



**Dutch prisoners** who tried to defend The Netherlands now line up forlornly under German Guards' rifles. Not wanting in courage or brains or skill, they were betrayed by their weapons and fortifications. The fine earth-covered fort in back-

ground was useless without Dutch planes in the sky overhead. Gutted by German bombers was the fort barracks in the foreground. What Germany had that The Netherlands did not have was an armed force fully and intelli-

gently developed in every branch, not just in fortifications or in planes or in tanks or in guns. Lacking that, the Dutch lost their beloved country in less than 100 hours. For the reaction of their good Queen Wilhelmina, turn to page 37.



**The British Royal Air Force** tried almost singlehanded to plug the great holes in Allied armament. As long and as often as hearts and lungs and nerves could stand it, they rose to battle the German bombers, to bomb rear lines and

mechanized columns. All the gallantry and self-confidence and ability to face death that England gives its sons they needed last week. Above: a squadron smiles at the cameraman. The one with the dark polka-dot scarf is the squadron

leader, those with wings on their breast are pilots, those with chevrons are pilot-sergeants who are from the ranks. Plane losses on both sides are probably more than 1,500 each since May 10. British planes are good but slow to build.



# THE MACHINES: MODERN INDUSTRIAL SCIENCE



**Motorized Infantry** rushes across a railway track, the bridge across which has been destroyed (*background*). More come down the field at right, moving fast. What they count on are rifles and machine guns. But even more they count

on the work of German scientists and engineers, working night and day for seven years on their behalf. The German Army of 1940 applies to purposes of destruction the scientific marvels that science has produced in the last 20 years

and that capitalistic society has largely neglected to use for peace, such as liquid oxygen. The Nazis' new "secret weapon" is perhaps some application of the short radio wave Klystron that could heat and distort metal at a distance.



**The army on wheels** uses a large barge sunk in the Maas-Scheidt Canal as part of a bridge. The runway is made of barge hatch covers, and is braced with poles. An officer at the left directs the crossing while his staff car waits in cen-

ter. This Army is a model of specialization and decentralization which could teach even American industry a good deal. It has used the latest metal alloys throughout its machines. The amount and perfection of the German equip-

ment dazzle military men, as its scientific skills dazzle engineers. It is tragic for the world that the first wholesale development of the great new powers of science should have been put by the German Army to the work of destruction.



# EQUIPS THE GERMAN ARMY FOR MASS KILLING



"Like gigantic cockroaches scurrying across a kitchen shelf," called LIFE's Correspondent Clare Boothe, "the German tanks dart through the French lines and back." Above, a medium battalion staff tank mounting a 3-in.

gun skirts a bomb crater, leading trucks of supply column. The insignia of the *Panzer* officer in beret sitting in the tank turret is not, however, a cockroach. It is the skull and crossbones, an insignia that expresses not only the Ger-

man Army's estimate of its worth but the French people's terror of it. A real purpose of the *Panzer* units is to frighten and demoralize the enemy. Some villages were emptied so fast that these tanks refilled from the village gas stations.



A strange conglomeration of machines here meanders through a Belgian road block. The one in foreground seems to be heavily armored but no weapon is visible. The crews do not wear the leather helmets of the *Panzer* divisions. The

war feat in Europe that most amazed the American people, accustomed to gassing up their automobiles every few hundred miles, was how the German Army in hostile country managed to feed gasoline into these countless gasoline en-

gines. One report was that they used a rubberized pipe to pump fuel across the Meuse River. Beyond that point the German engineers were said to have laid a lightweight metal pipe line above ground almost up to the advancing front.



## REFUGEES: WAR DRIVES HOMELESS COLUMNS



The little people of peace are swept like spume before the German wave. In the lead comes a small boy with wooden leg, down the long Belgian road, passing a squad of British infantry in battle dress with Lee-Enfield rifles. In fact the

German Army has made a calculated point of driving refugees ahead of it. They form a perfect screen for advancing German units. They conceal a sprinkling of German Gestapo men, looking skillfully bedraggled and sad, carry-

ing impeccable identity papers. They make a chaos of communications. Often they take the rations in kindly soldiers' haversacks. Tragic figures nobody wants, they actually handicap the Allied war effort and simplify the German advance.



On the road from Belgium to France these refugees come afoot and in wagons. In America they would be jammed into old automobiles. Of a terrifying total of 5,000,000 refugees on the run, 5% walked to Paris, 15% bicycled, 30% came

by wagon and car, 50% managed to crowd on the trains. Along the road they were bombed and machine-gunned systematically by German planes. "The worst part," said one 10-year-old girl, "was stepping over bodies." Of one truck-

load of twelve, seven got out in Paris and lifted out the other five as corpses, machine-gunned from the air when they had almost reached Paris. Last week the French Government ordered people to stay at home until ordered out.



# ONCE AGAIN DOWN THE ROADS OF DESPAIR

AN EXCLUSIVE STATEMENT TO LIFE READERS FROM QUEEN

WILHELMINA OF THE NETHERLANDS, NOW A REFUGEE IN LONDON

LONDON, MAY 25 (BY CABLE)



DUTCH QUEEN

At this immensely grave moment in the history of mankind, black silent night has settled on yet another corner of this earth. Over free Holland the lights have gone out, the wheels of industry and the plows of the field that worked only for the happiness of a peace-loving people have come

to a dead stop. The voices of freedom, charity, tolerance and religion have been stilled. Where only two weeks ago there was a free nation there is now the desolation and the stillness of death, broken only by the bitter weeping of those who have survived the extinction of their relatives and the brutal suppression of their rights and liberties.

It is because Holland's voice must not be allowed to remain strangled in these days of fearful trial for my people that I have taken the supreme decision to transfer the symbol of My Nation, as it is embodied in My Person and My Government, to London where it can continue to function as a living and a vital force. At this time of universal suffering I will not speak of the racking heart searchings which this decision has cost one who only little more than a year ago was started to her very depths by the generous devotion of a warm-hearted people

celebrating the jubilee of a queen and a woman who for 40 years has tried to serve her nation as she tried to serve it on that day of fateful decisions and will try to serve it to her last breath. I will speak only of the reasons that finally moved me to decide as I did.

There were cold and weighty reasons militating against the natural sentiment that prompted me and my family to stay and suffer what my unhappy people were called upon to suffer. Plans found on the invader on the first day of his wanton assault confirmed by the action of his air-borne troops soon made it clear that his first objective was to capture the royal family and the Government, thus to paralyze the country by depriving it of all leadership and legally constituted authority. When soon afterwards the likelihood had to be faced that the treacherous methods employed by the enemy would succeed in finally undermining the gallant resistance of the Dutch forces, decision could no longer be postponed. If the Royal authority were to stay and fall into enemy hands, the voice of Holland, the very symbol of Holland, would have vanished from the earth. There would but be a memory, perhaps quickly fading in these world-shaking times where yesterday's memory is today's oblivion.

Holland proper may have been lost for the time being but, when these crucial decisions had to be taken, one province in the south still showed hope of being able to hold out for some time. My Navy with its proud traditions remained intact, ready to

join battle wherever needed—and most important of all, an empire scattered over the surface of the globe and counting 65,000,000 inhabitants remained free, part and parcel of that nation of free men that will not and cannot perish from the earth. Was all this to be abandoned for the sake of a sentiment, however powerful? Was all this to be cast adrift on a wildly turbulent sea without leadership or authority? Duty, responsibility and farsighted statesmanship lay elsewhere. To keep the voice and the symbol of Holland alive, as an inspiration and a rallying point for those of our Army, our Fleet and our countless empire subjects—nay, Dutch men and women all over the world who will give their all for the resurrection of the dearly beloved motherland. To keep the banner aloft, unseen and yet ever present for those who have lost their voice but not their hope nor their vision. To speak for Holland to the world, not of the rightness of its cause which needs no advocacy in the eyes of honest men, nor of the unspeakable horrors, or the infamous tricks inflicted on its gallant army and its innocent population, but of the values, the ideals, the Christian civilization that Holland at the side of its allies is helping to defend against the onslaught of barbarism. To remain true to the motto of the House of Orange, of Holland, of all that immense part of the world that is fighting for what is infinitely more precious than life: *Je maintiendrai*. I shall maintain.

WILHELMINA



Caught at home before they could reach mobilization points, Belgian men joined the stampede to Paris. Here with suitcases, they are on their way to get into uniforms and go back to fight. Refugees filled the improvised sifting stations un-

der the echoing glass roof of the Gare du Nord and in the dank lower levels of the Gare de l'Est, while the dumb, tragic wall of relatives waited outside. Police and secret-service men drifted through the crowd looking for German

spies. They caught 17 one day, 20 another in one station. U. S. Ambassador Bullitt estimated that this vast tide of potential famine and disease could not be stopped with less than \$50,000,000, pleaded for U. S. Red Cross ships.



# THE CONQUERED: THE WRECKAGE OF WARSAW



One bomb through six floors gutted this housing official *gazeta Polska*. All men over one's age 15 were down in Warsaw to protect people from facing massacre.



Here lies "Soldier Stefan Matysiak, 25th regiment, age 24," returned by his young sisters. His helmet covers his grave. He is buried in street where he was killed by Nazi bullets.



Starving people in Warsaw's most exclusive residential district cut up a dead horse lying in the street for food during the 20-day siege. This sight was so common that the railroad official and postman walking by at the left passed

this primitive scene without even turning around to stare. Throughout the siege there was no collection of garbage.



# IS A BLUEPRINT OF NAZI DESTRUCTION

These uncensored pictures of Warsaw reveal the blueprints of the Europe that Hitler is building. Photographed after the Nazi occupation and smuggled out of Poland in March, they may well serve now as a preview of what the Germans would do to cities of France and England if they won the war.

When Warsaw surrendered, German bombs and shells had killed and wounded an estimated 100,000 civilians, gutted some 10,000 buildings and wrecked

almost every hospital, theater, hotel, church and synagogue. There were no cars, no trolleys, no newspapers, no running water, no electricity. A starving population ate horse meat and slept a dozen to a room. Corpses lay rotting in the street.

When the German Army followed by the Gestapo and Nazi officials marched in, the Poles were turned out of all the best apartments left standing, barred from the three big hotels and best restau-

rants and forced to hand over all spare clothing.

In the frigid winter that followed, typhoid spread, women wore men's clothes and even fancy dress costumes for lack of anything better and people stood shivering in queues for six hours to buy food. Eggs sold for 40¢ apiece and coal brought \$160 a ton. The curfew rang for everyone, Germans included, at 7 p.m. Behind the stiff Nazi censorship conditions in Poland are worse rather than better today.



All that remained of Museum of Commerce and Industry (right) and Church of the Carmelites (left) after bombs struck were these giant fragments on Warsaw's main boulevard.



Travel in Warsaw after siege was by foot, cycle and horse. Horses sold for \$35 a head. Owner of tricycle cart (center) is giving lift to an elderly man who sits on the owner's lap.



"New World Street," Warsaw's biggest business district, was a tangled mess of crumpled typewriters and twisted trolley wires. Strained civilians pick their way among the debris.



German troops marched into the city past the ruins of buildings on Oct. 1. These tall young shock troops are Hitler's finest. From Warsaw they were sent to Western Front.



Agony columns and advertisements were posted in newspaperless Warsaw following the siege. The largest at far center reads: "We cover broken windows with glass and wool."



War is still a game to children, who laughingly played with a Polish gun in Dabrowska Square two days after occupation. Russian Embassy on this square was demolished by bomb.



# AMERICA AND ARMAGEDDON

HENRY R. LUCE, EDITOR OF LIFE, DEFINES THE  
CHALLENGE TO THE DEMOCRATIC WAY OF LIFE

**A**merica is now confronted by a greater challenge to its survival as a land of liberty than any it has had to face in 80 years.

When I sailed for Europe in April, the American people were not willing to face the challenge. I believe they are willing to face it now.

What precisely is this challenge? The fundamental truth is very simple. Let us not be distracted by ifs and buts. The truth, fully attested by every competent observer of world events I know, is simply this: that the American way of life is bitterly opposed by mighty and ruthless military nations. And the fundamental truth is, further: that nothing will stop these mighty and ruthless military nations—not money or cajolery or friendship—nothing but superior force.

The events of the last few weeks have shocked the American people. But these events were not things which happened by accident. They were not events like earthquake or famine or plague or fire. These were acts of men—long and carefully planned. They were planned with cunning and efficiency and implacable purpose. The grim outline of these events had been foreseen—and still the force and fury of their actual occurrence were indeed stupefying. These events were an inevitable climax of the history of the last few years. But they are only one climax. Greater climaxes, of good or evil, are yet to come and soon. The final defeat of Great Britain and France would be another climax the immensity of which even now defies the imagination. If Great Britain and France fail, we know that we and we only among the great powers are left to defend the democratic faith throughout the world. And if Great Britain and France succeed by a miracle of heroism in beating off the enemy, we know that Great Britain and France, weakened with loss of blood and treasure, will need our ungrudging co-operation in order to restore in half the world a peace of justice and humanity. We may never fight side by side, comrades in arms of France and Britain. But we know now that, fundamentally, their struggle is our struggle.

The frame of mind of the American people has changed amazingly in the last few weeks. I am amazed to find an attitude almost amounting to one of intense alarm. Now if the alarm is like the alarm on an alarm clock reminding us what time of day it is—then that's fine. But there is no occasion for the kind of alarm that gives way to panic.

What is the actual situation? It is this.

After a month in Europe—Italy, France, England, Holland and Belgium—Editor Luce returned to New York last week by Clipper. On May 22 he broadcast over the NBC Blue Network the address printed here.—ED.

Certain stupefying events have happened in Europe. And we realize we have to take action. What we have to do I would summarize under two heads. First we have to arm ourselves. We have to prepare ourselves to meet force with force—to meet force with superior force. That is a colossal job. The second thing we have to do is to make up our minds what we are willing to fight for. That for us, as for all free peoples, is an even harder job.

The job of arming America physically is a job which we all agree cannot be delayed. To this I would add the following points:

First, armaments are expensive—the most terribly expensive things in the world. They are a sheer and appalling economic waste. That means that all of us are going to be a lot poorer than we otherwise might have been. But we will not cry about that. Along with all other democracies, we will take our full share of the blame for not having done our share toward creating a better world and for not having erected stronger bulwarks against monstrous aggression.

Secondly, the arming of America must in itself be the first practical test of our ability to act as a united people. For many years we have been anything but a united people. We have been a very expensively divided nation. The arming of America must be our first great act of national unity.

Thirdly, the arming of America must get fully under way now under the leadership of our President. Franklin Roosevelt is in many respects a very great leader. But he has his faults. Who hasn't? There are two faults—two of the defects of his virtues perhaps—which we want him to guard against now. One fault is his tolerance of incompetent people. A very nice fault—but one we cannot afford just now. The other fault is his intolerance of extremely able people who don't happen to agree with him. During the last few years Franklin Roosevelt hasn't got on at all well with most of our ablest industrialists. It may have been their fault or it may have been his. Never mind. Today we need the services of the ablest industrialists in America for the most efficient arming of America.

There is no need for a coalition government. But the job of arming America must be removed from politics and should be handled by the non-partisan military services and by a really non-partisan War Industries Board, under the leadership of our President, and with broad grants of power and money from Congress.

CONTINUED ON PAGE 105





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**SAYS ANOTHER**—"Not for me! A twist of lemon peel, yes. But more than that is an unforgivable trespass on fine whiskey!"



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GREATEST OLD THING IN ALL BRITAIN IS STONEHENGE, AN ARRANGEMENT OF FIVE CONCENTRIC CIRCLES OF HUGE STONES (SOME 30 TONS) AND HOLES JUST OUTSIDE SALISBURY

# EUROPE

Herewith the editors of LIFE devote the following pages to an examination of the people of France and England against their background of an old and bloody Europe. Behind the headlines of battle are 90,000,000 Englishmen and Frenchmen whose colorful cities and comely countryside, whose customs and costumes, whose way of living and thinking and feeling most Americans appreciate if they do not fully understand. At heart these people treasure peace next to their freedom and LIFE shows them as they were once but as they may never be again.

Europe is old and from time immemorial has been steeped in slaughter. For uncounted ages little warrior tribes, the dim ancestors of the Germans, the French and the English soldiers of today, racketed back and forth wiping one another out. Again and again the lights went out all over Europe but were somehow rekindled by amazing human persistence, and civilization made progress after each war.

Great Rome in the time of Caesar brought a moment of imposed peace and order as far north as England but the influence of Rome did not reach the Scots, the Norsemen or the remote Teutonic tribes. The Rome of Hadrian built a wall (*below*) against the Scots as against a tide of outer darkness. When Rome fell, the dark tide of fighting rushed back, south over Europe to the gates of Rome.

For a thousand years there was no wealth in northern Europe, no science, little learning. Trade was by barter for there was almost no silver or gold. What little there was was absorbed by the traders of civilized Italy. The great fighting hordes of Islam lapped up the Balkans, up Spain. In the nick of time Spain discovered the gold and silver of America and Europe's great age began.

The Turks and the Moors were thrown back. The other continents were conquered, one by one. The great powers of Europe reached a peak of efficiency, culture and wealth and power never before seen in the world. Greatest of these powers was England. It can trace its prehistoric ancestors far past the huge stone cemetery (*above*), raised probably by the last Englishmen before the Bronze Age around 2000 B.C.

THE ROMANS IN 122 A.D. BUILT THIS STOUT WALL ACROSS THE WAIST OF BRITAIN TO DEFEND THEIR ENGLISH SUBJECTS FROM MARAUDING TRIBES IN SCOTLAND







To defend England against French raids, this perfect Norman fortress of Bodiam was built in 1360 by a Norman knight

in England. French troops had fought in England only 170 years before, in a revolt of the English barons against the

king. Archers on the towers kept the besiegers from crossing the artificial lake. Siege guns came into use much later.

## EUROPE'S OLD CASTLES MARK ITS ANCIENT WARS

The first thing a continent of incurable fighters proceeds to do is to seize hold of the natural strong points and build forts to hold them. The history of Europe can be studied very well by a thorough tour of its ancient fortresses and castles, some of which are shown on these pages. Where the fighting raged fiercest and longest, the castles remained grim barbaric ramparts on stone heights. Where there were intervals of peace, as in England, Denmark and Holland, they changed into manor houses and lovely ivied towers.

From fortress to fortress the Hungarians fell back before the Turks. Castles mark the tides of war where Russians, Poles and Lithuanians fought and finally smashed the Teutonic knights. Castles won and lost by Moors and Castilians guard the plateau of Spain. Castles line the border marches of England, France and Germany. They mark the last stands of the great barons in France and England and Italy and the little kings in Germany. They forbid the passages of the Alps, the bastions of Bohemia, the Carpathians, the Pyrenees, the Rhine, the Danube.

This is the ancient face of Europe, adored by American tourists whose wide rich homeland is totally unmarked by these baronial stone ramparts against a stormy sky. The latest of these strong points are today's grandiose armored lines—Maginot, Westwall, Mannerheim, *et al.*



To defend himself against his Highland neighbors, a Scot in the 15th Century built this fortified house called Barcaldine Castle in the days of clan warfare. It is near Oban in the Highlands.





**To hold Denmark** and the entrance to the Baltic, Kronborg Castle was built in 1577 on what is supposed to be the site

of Harde's castle of Elsinore. The sea route it guards was fought over by Dutch, Danes, Swedes, and the cities of the

Hanseatic League. For long the Danes collected tolls from all passing ships. Many forgotten sea wars were fought here.



**To collect tolls** from Rhine traffic, Holy Roman Emperor Louis the Bavarian built the little fort in the Rhine in 1326. Blücher's army crossed here. Castle on hill is 12th Century Gutenfels.

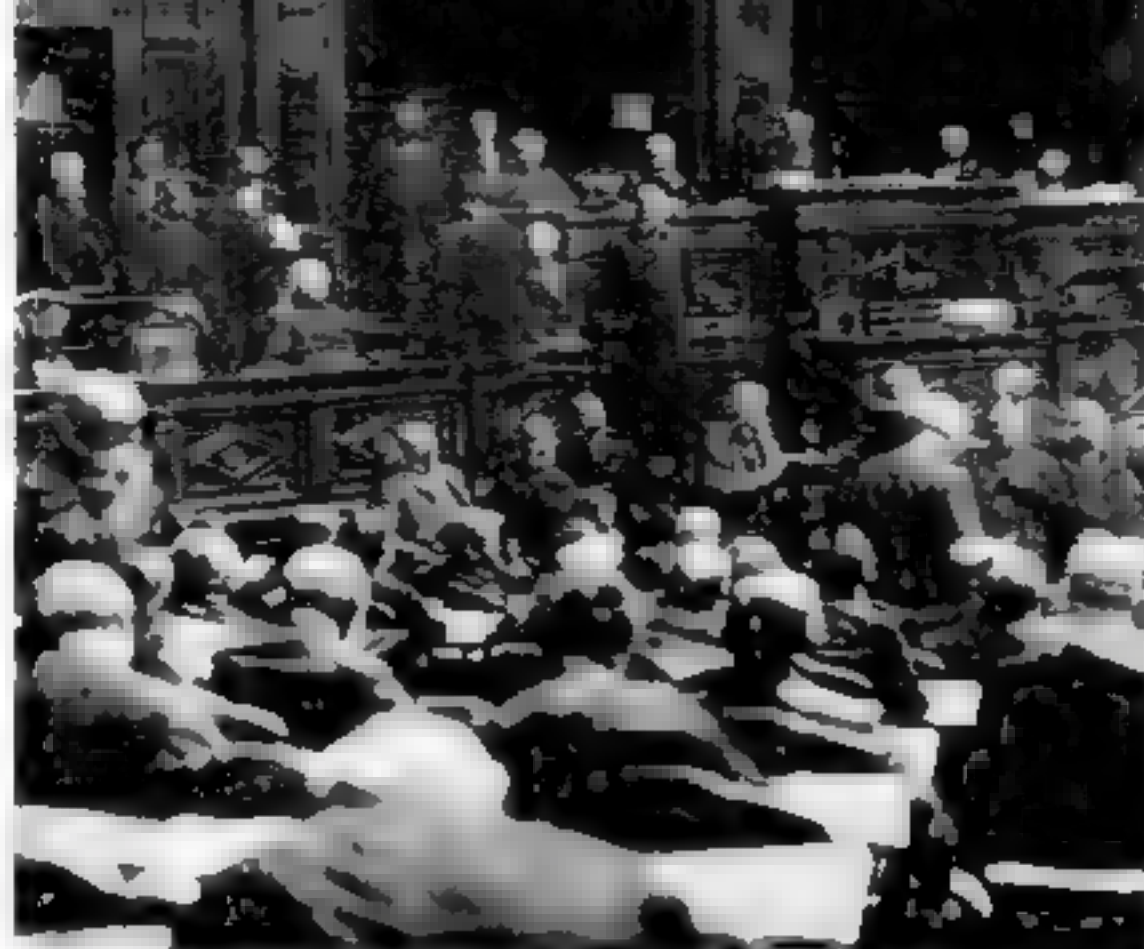


**To defend Holland** against Spaniards, French and Germans, Counts of Holland built Muiderslot (Lock Castle) around 1200 A.D. near Amsterdam. It stood off Louis XIV's armies.





With Germany at its gates in 1871, French Socialists acted as a virtual Fifth Column, revolted and fought in streets.



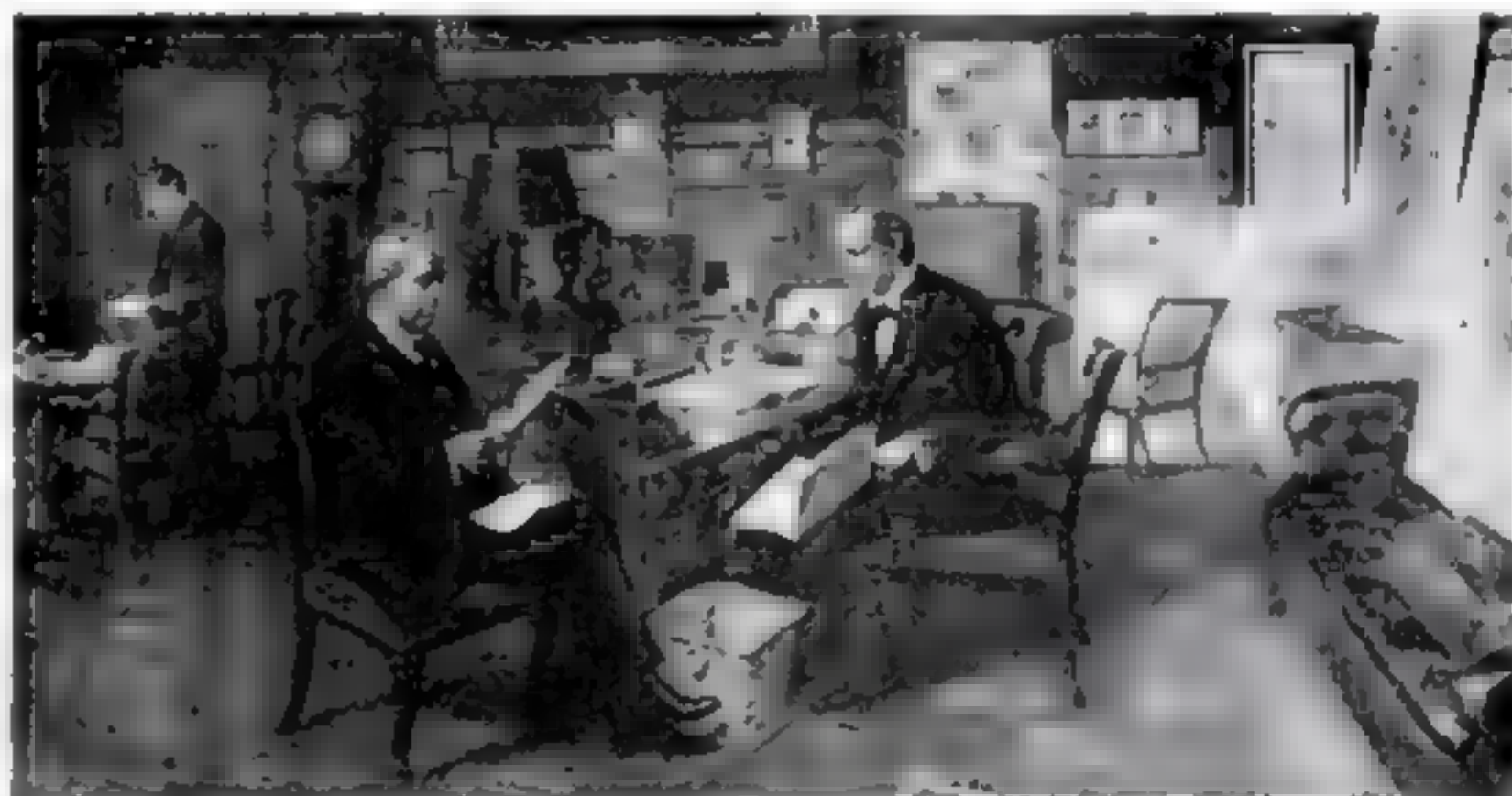
Bismarck, conqueror of Denmark, Austria and France, sits uneasily and arrogantly (marked by arrow) in new German Reichstag he distrusted.



The body of Queen Victoria, whose reign marked England's peak, is guarded in 1901 in Windsor Castle by Grenadier Guards.



Aug. 3, 1914 (Bank Holiday), Britain's Sir Edward Grey tells Parliament that England must fight. From the extreme right: Winston Churchill, Prime Minister Asquith, Lloyd George.



Winston Churchill, 26 years ago First Lord of the Admiralty, today dictator of England, fights the 1914 sea war in his Admiralty office in London with First Sea Lord Fisher and a host of Napoleon.

## EUROPE MOVES INEXORABLY TOWARD CLIMAX OF 1914

Seventy years ago the shape of modern Europe began to make itself plain. Great Britain under Victoria, its first Empress, had made good its claims to the seas and a position of paramount power. Louis Napoleon's France, still basking in the military prestige of the first Napoleon, took a terrible beating from the Prussians and turned republican.

The German people were united by Bismarck, the Iron Chancellor, and the Hohenzollerns as emperors loomed up as the great military menace on the continent of Europe. In three quick victorious wars Bismarck made Germany master of Central Europe, a victor surrounded by friends. He was presently fired by the brash young Kaiser Wilhelm II, grandson of the Kaiser Wilhelm I who had hired him.

In the following years Germany grew ever richer, greater and brasher, went so far as to challenge Britain's Navy with a dreadnaught fleet of its own. The Kaiser rapidly lost all the friends Bismarck had won for him. Meanwhile the old enemies, England and France, became friends. The French Army was purged of its rotten elements by the Dreyfus Case and by 1914 had once again become a sound fighting force. In every corner of the world an Englishman was sacred. The smallest insult to his dignity brought a British cruiser to "show the flag."

This Europe of 1914 had some 450,000,000 people against the U. S.'s 100,000,000. It owned the larger part of the known world and economically controlled most of the rest. It had most of the money and owned most of the factories and mines. Its combined fleets were seven times the weight of the U. S. Navy. It had, in its eastern part, untapped natural resources equal to anything in the U. S. It had the greatest

concentration of brains and talents and skills that the earth has ever produced at one time in one place. It had gone for just 100 years without a major European war, a clash of really decisive interests, and it was rich and relatively happy. It could afford every luxury, including not only big navies but even a glorious fad of liberalism.

But beneath this happy crust lay a seething mass of troubles. Imperial ambitions corroded the courts of Europe. Every valley had its little national minority. What America knew of Europe was confined almost entirely to England and the western seaboard. It knew nothing of the Serbs, Croats, Slovenes, Poles, Finns, Hungarians, of Schleswig-Holstein and Eupen-et-Malmédy, of Bucovina and Bessarabia and Galicia. When a Serb killed the heir to the Austrian throne Americans paid scant attention.

But the war that followed was without doubt the biggest the world had seen up to that time. Some of its aspects are shown on the following pages. For the war of 1940 is in every way merely a continuation of the war of 1914-18. The first World War tested out the weapons of the machine gun, long-range artillery, airplane, tank, poison gas and submarine. And these are the weapons of 1940, carried to a climax of effectiveness and embroidered with the use of parachute troops. The very tactics of 1940 are merely a logical development of the infiltration tactics that dominated the last year of the first World War. But above all, the prime antagonists are the same—Britain and France, the great European champions of capitalist democracy, against a Germany regimented into a mighty, single-minded war machine on the same battlefields as 1914-18.



German war lords, Kaiser Wilhelm (center) and his Chief of Staff General von Moltke (right) watch 1914 maneuvers.

CONTINUED ON PAGE 49



*A noticeably cooler and smoother cigarette*



● **THE ADDITIONAL LENGTH TRAVELS THE SMOKE FURTHER**

● YOU SEE IMMEDIATELY that the new, longer Pall Mall is a smarter, more distinguished cigarette. And your first puff shows you how its additional length travels the smoke further, giving you a cooler and smoother cigarette.

The additional length which travels the smoke further also enhances the rich flavor and delightful aroma of the superb tobaccos used in Pall Mall. The price remains but 15¢ for twenty.

Yourselves, try Pall Mall critically!







## A GOOD TIME TO INSULATE

The oil in your engine takes a whipping, too. A harmful whipping from heat, *unless it's insulated.*

For a running engine gets hot, you know—hot enough to break down ordinary oil and form harmful varnish that makes your engine labor, consume excessive gasoline, may even cause pistons to seize.

That's why we *insulated* Havoline against heat by an exclusive Texaco process.

Insulated Havoline Motor Oil gives your engine full protection—no matter how steady the running, no matter how hot the day. That means safety plus economy of operation.

What's more, you get the full power and pep out of your engine, thanks to another Texaco process that eliminates carbon-forming impurities, thus keeping your engine clean and sweet running.

Hotter days ahead! Better insulate! Ask for Insulated Havoline at Texaco and other good dealers everywhere.

TEXACO DEALERS INVITE YOU TO tune in the TEXACO STAR THEATRE — A full hour of all star entertainment — Every Wednesday Night Columbia Network — 9:00 E.D.T., 8:00 F.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.







1914 Belgian plane. It is a pusher biplane. In August 1914 Belgium had 80 planes, Germany 232 standardised two-seaters, France 120 mixed and England 119 mixed.



Dogfight in September 1914 is fought with revolvers. Here a British Bristol observer fires at German near Paris. French took up machine guns in December 1914.



First bombings in World War I were handwork, as shown above. This method of dropping bombs by hand gave a personal quality to the business of destruction.

CONTINUED ON NEXT PAGE

Light? yes--  
Thin? yes--  
but, in addition, here's  
a suit that actually  
**FEELS COOL!**

## PRIESTLEY'S NOR-EAST SUITS

*Refrigerated-by-Nature*

(NON-CRUSH)



A blend of



heat-repelling mohair  
and wear-resisting  
worsted

Imported



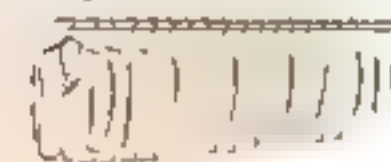
From England where  
only Priestley knows  
the secret blend of  
**NOR-EAST**

Tailored—



here in the U. S. A. by  
America's foremost  
maker of summer  
clothes

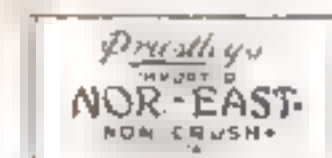
At your clothier



in a wide choice of  
shades and patterns

Enjoy real comfort this summer  
without surrendering your style  
standards. Drop in and let your  
clothier show you how delightfully  
cool a NOR-EAST suit really is.

THE ARISTOCRAT OF  
SUMMER  
FABRICS



At better stores everywhere **\$31.50**

TAILORED FOR READY-TO-WEAR EXCLUSIVELY BY  
**L. GREIF & BRO., BALTIMORE**



# Stir Hearts...Find Love Wake Up Your Glamour -the Luxor way!

SYD SYMONS,  
FAMOUS MAKE-UP STYLIST  
TO THE STARS, SAYS:

"Glamour and romance go hand in hand... so wake up all your loveliness... enhance the charm of a silken-soft skin... of a radiant smile... of sparkling, enchanting eyes. And there's an easy way to do just that! It's the correct daily use of cosmetics styled especially for you—LUXOR Cosmetics, created for youthful charm!"



## 3 Luxor aids to gay, enchanting YOU... AND SYDNEY TELLS HOW TO USE THEM!

### FINER THAN EVER, THIS LUXOR COMPLEXION POWDER!

It's soft and caressing as a moonbeam... and now finer than ever! Luxor Powder comes in six smartly romantic shades styled for youth. Also Highlight White... an all-in-one smart make-up technique!



#### SYDNEY SAYS:

"The six new Luxor shades are the smartest of the season! Among them you are sure to find the one that brings out the full beauty of your skin. And with Luxor Highlight White used with that shade you can accentuate or soften the modeling of your face."

### LUXOR ROUGE... THE PERFECT ACCENT TO YOUR CHARM!

Light smooth, natural... this Luxor Rouge creates as your vital glow... accent. Your choice of the up-to-the minute colors for every need!



#### SYDNEY ADVISES:

"Use the absorbent cotton to pat your Luxor Rouge on. Smooth with your fingers. Apply before your powder, to attain a natural, youthful blush."

### YOURS... A LIPSTICK CREATED FOR WARM, VIBRANT LIPS!

LUXOR Lipstick leaves no greasy shine. It's yours in five dashing shades... and it whispers promises of new allure.



#### SYDNEY SAYS:

"Shape lips with your Luxor Lipstick and a lipstick brush then smooth with your finger. Smooth on well. Blot your lips with cleansing tissue, to help fix the lipstick."

FOR NEW LOVELINESS  
**Luxor**

AT GOOD TOILET GOODS  
COUNTERS EVERYWHERE.

Write for Sydney's FREE Beauty Secrets • Luxor Ltd., Chicago, Illinois

1914 (continued)



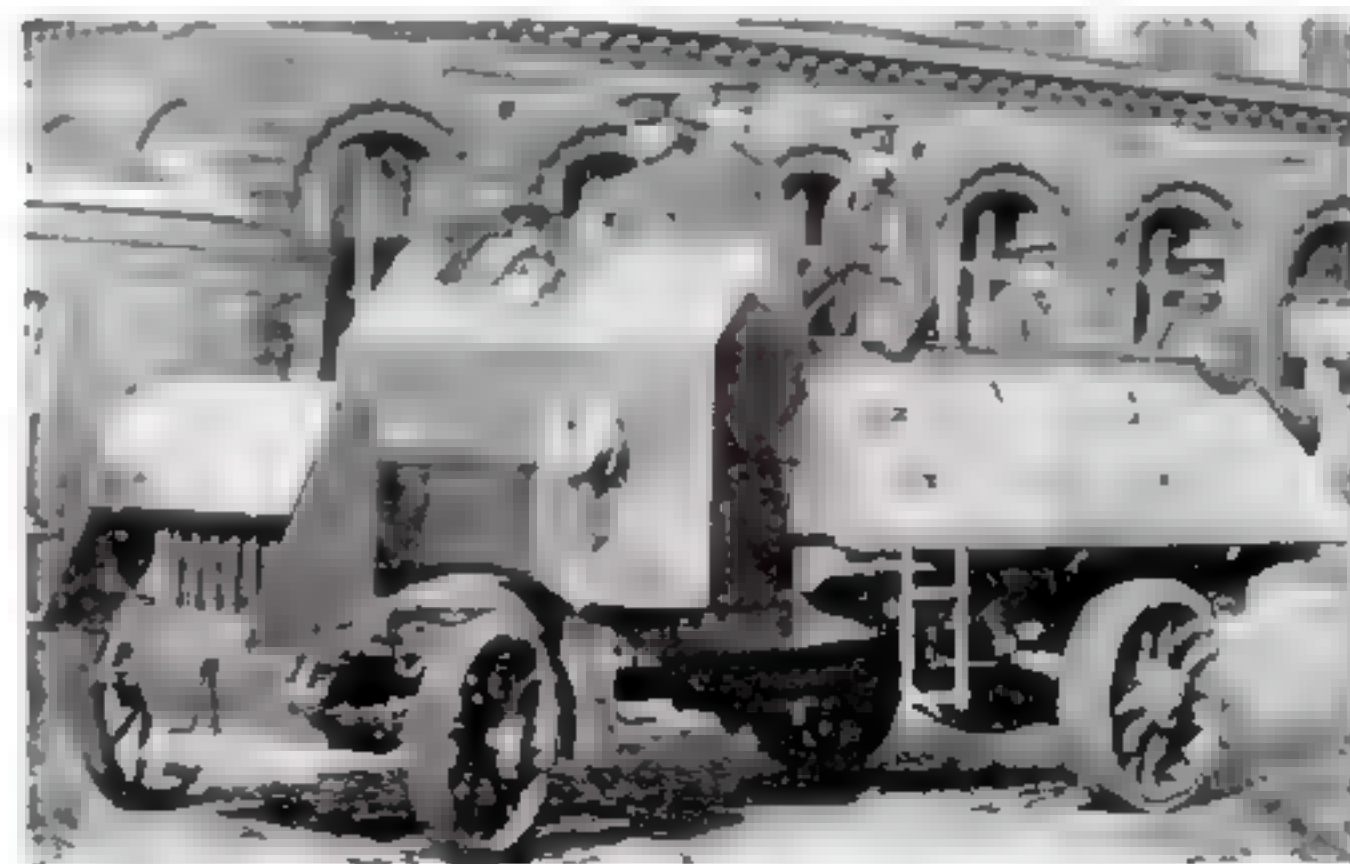
Early camouflage in 1914 is demonstrated by the Belgian infantry who tied wheat straw around their caps to try to conceal themselves from the German artilleryists.



The modern age in warfare is humbly ushered in by two German soldiers using leg-power to charge an electric battery on a contraption resembling a tandem bicycle.



Belgian armored train in 1914 uses its 75-mm guns to blast away at the advancing German troops. Since then no radical development has changed armored trains.



"Ublan hunter" was what the British in 1914 called this Royal Naval Air Service armored truck designed to destroy the ranging German cavalry raiding in Belgium.

CONTINUED ON PAGE 11



# Taste **Prem!**

A delicious meat  
all ready to eat...

WHAT LUCK! Prem's  
A THRIFTY MEAT  
...AND MY  
FAMILY LOVES IT.

made of *genuine*  
*sugar-cured pork!*

From the makers of  
Swift's Premium Ham

COLD OR  
HOT IT'S  
MIGHTY  
GOOD  
EATING!

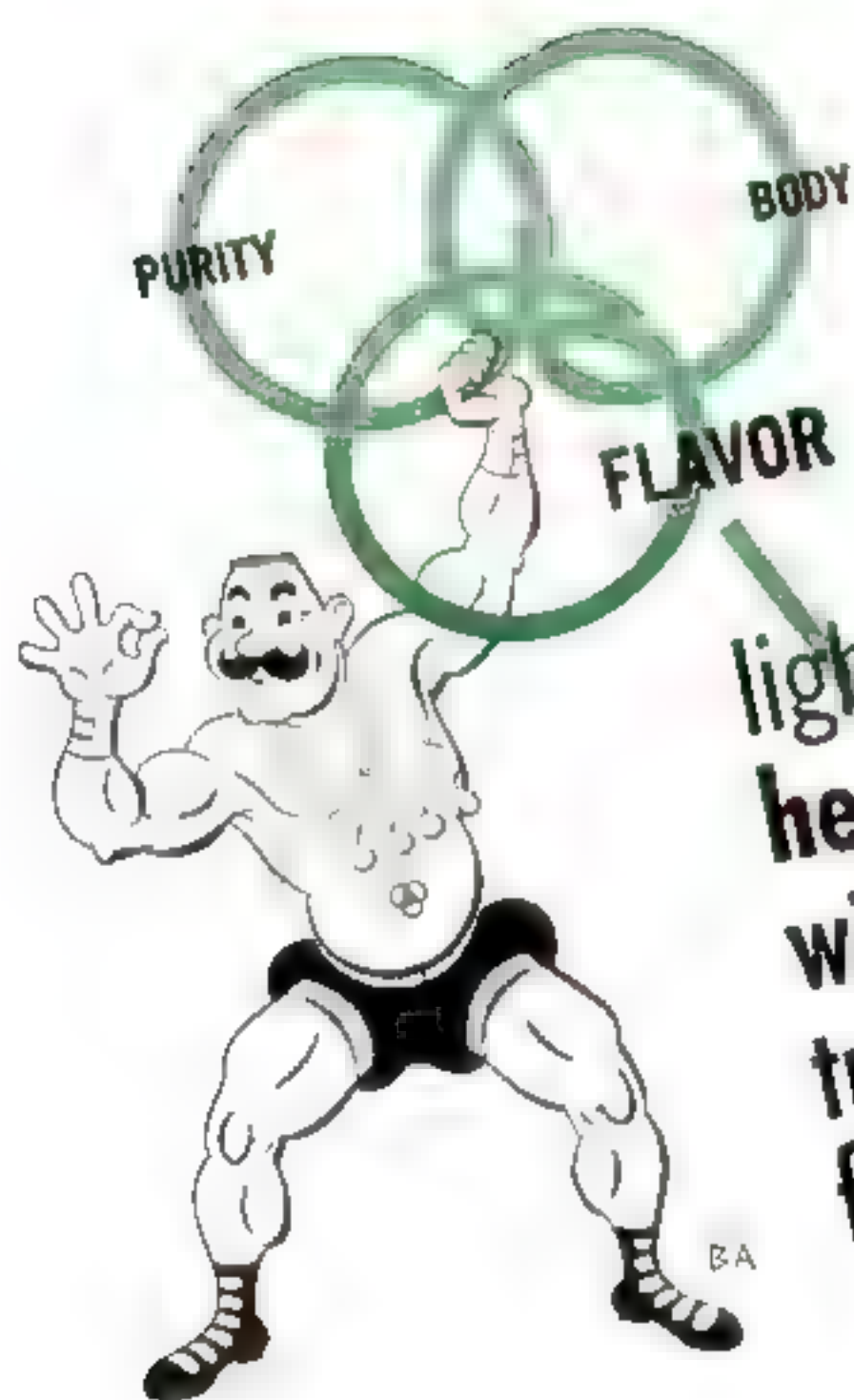
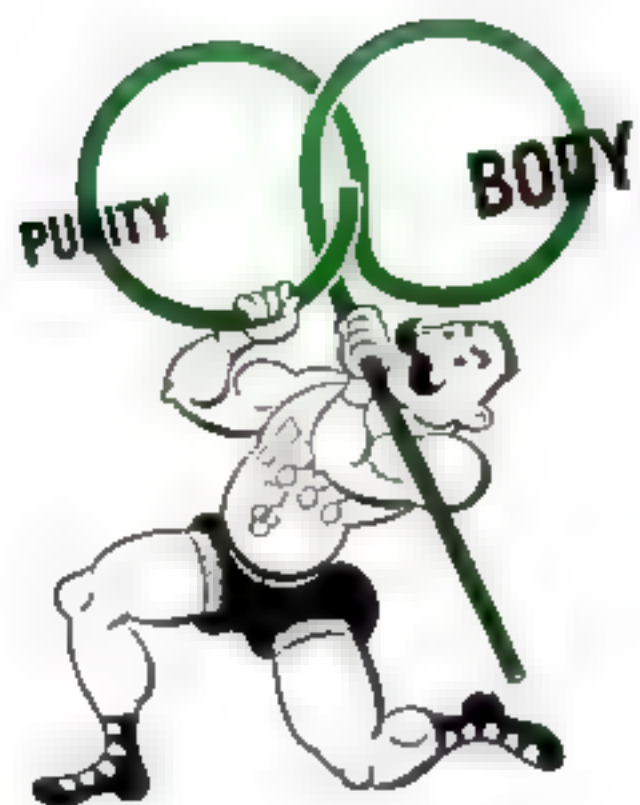


## ***Easy does it . . . with Prem!***

Just chill, slice, and serve—PREM'S the perfect dish to set before a hungry family. Or fry PREM for breakfast. Or heat it in the loaf. PREM always pleases. It's such a tasty meat. And, all sugar-cured pork, it's so *satisfying*. Do try PREM, the grand new meat that Swift makes. You'll save time and money, serve a deliciously *different* meat that family and guests applaud. *Supper Suggestion:* PREM with stuffed eggs and jellied relish ( $\frac{1}{2}$  c. chopped pickle,  $\frac{1}{2}$  c. chopped celery,  $\frac{1}{4}$  c. chopped nuts, in lemon-flavored gelatin).

Copy. 1940 by Swift & Company





light...not  
heavy—yet  
with the  
true ale  
flavor

**A**RE YOU permitting a mistaken notion to stand between you and the most enjoyable of brews? Ale needn't be a heavy, filling drink—Ballantine's Ale is *not*!

Here, in generous measure, is the extra flavor and life coming from ale yeasts . . . for Ballantine's is a *true* ale, brewed in the traditional way. And yet it's light . . . *not* heavy.

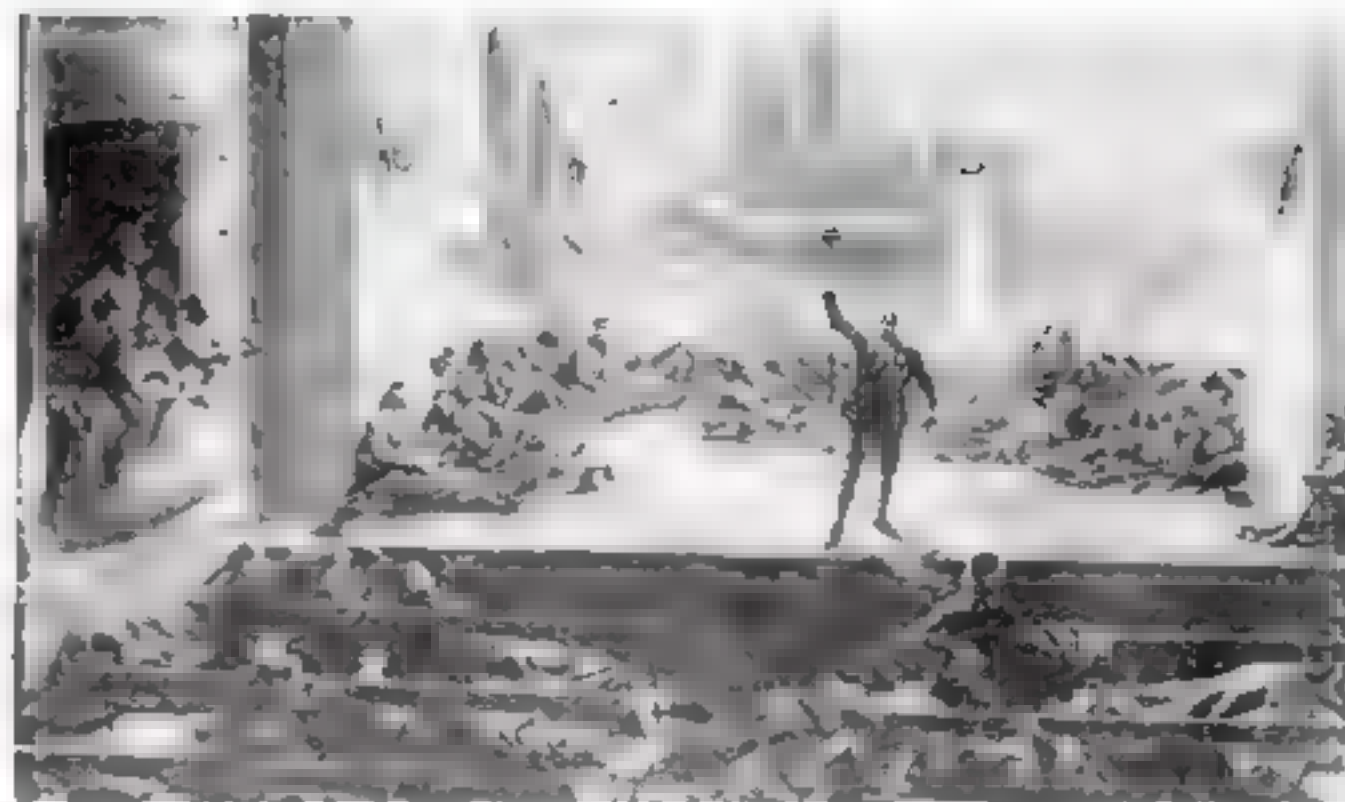
Before you've drained your first bottle you'll know why millions get more enjoyment from Ballantine's Ale than from any other brew . . . In bottles (12 oz. and full quart) . . . in copper-colored cans (12 oz. and full quart).

Copr., 1940, P. Ballantine & Sons, Newark, N. J.

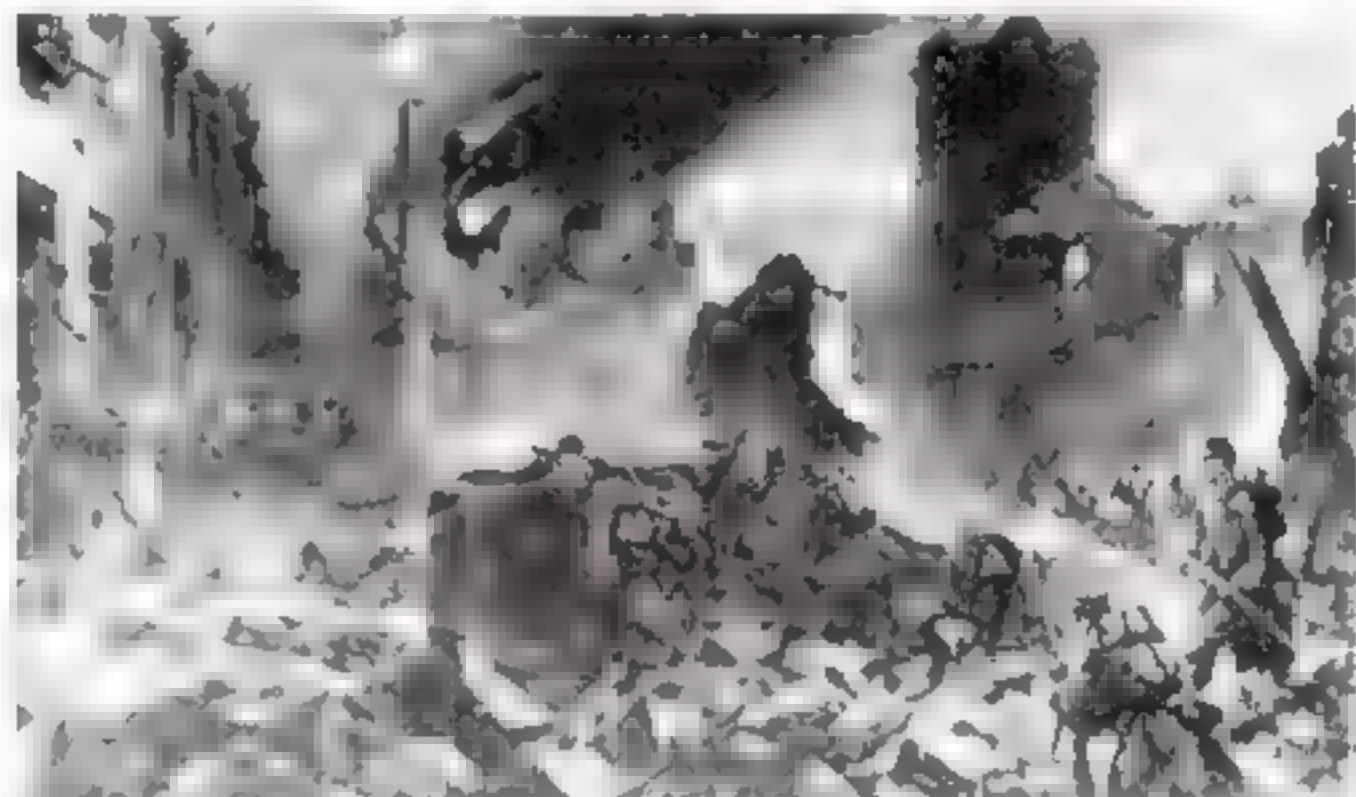
**BALLANTINE'S**  
America's Largest Selling **ALE**



1914 (continued)



Incident of 1914 shows the opera house at Le Mans used for temporary billets by the Army Service Corps. A British soldier recites schoolboy poetry from the stage.



Infighting between French (foreground) and Germans retakes a village in the Argonne in Oct. 1914. The wooded Argonne ridge stands across path toward Paris.



German Army preens itself in Brussels Aug. 20, 1914, after model blitzkrieg which had fallen two weeks behind schedule. This is the North Station Square in Brussels.

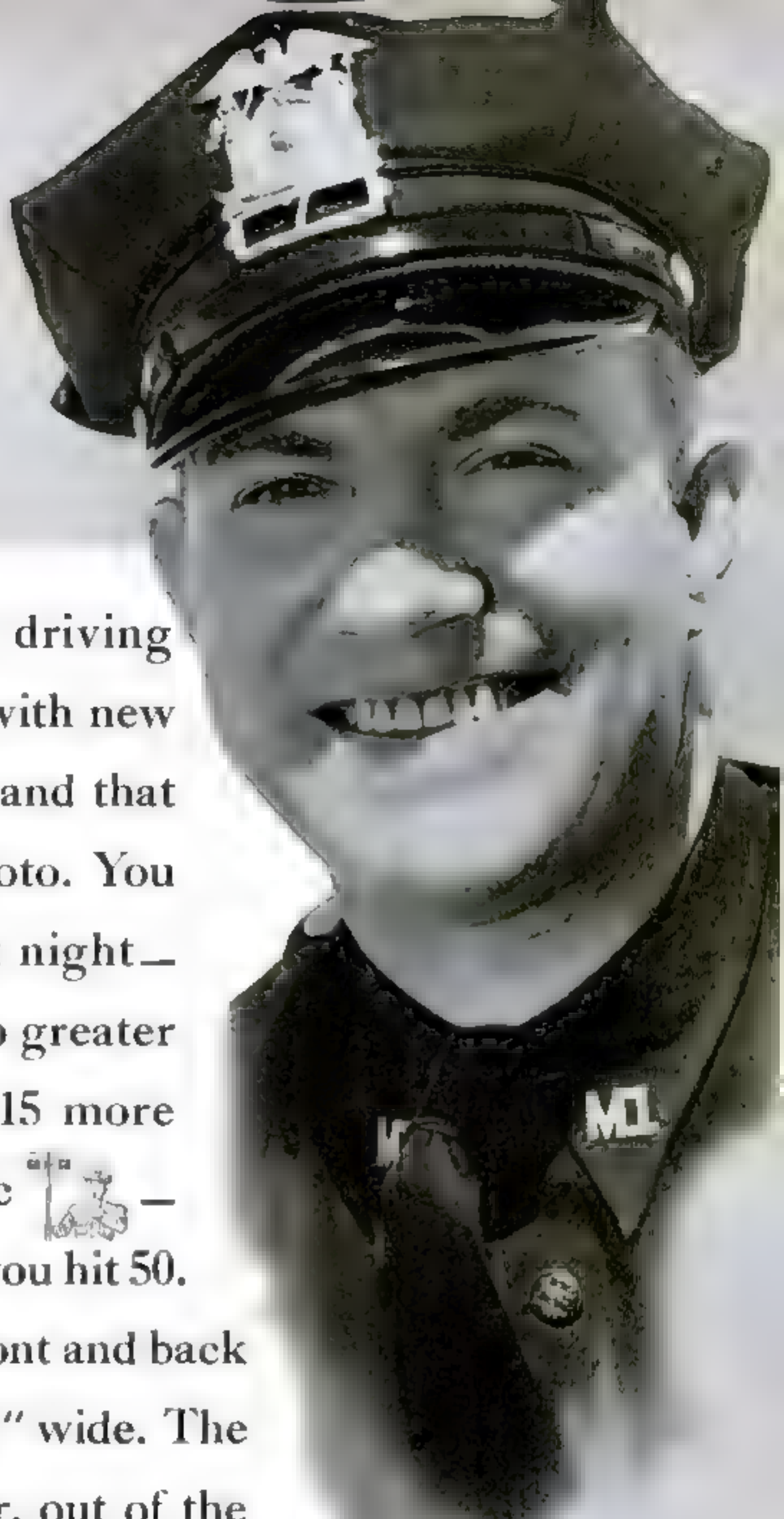











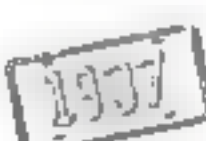

"The taxicab army" with which Paris' Governor Gallieni threw the Paris garrison against the German flank Sept. 5, 1914, just before decisive Battle of the Marne.

CONTINUED ON PAGE 44



# "O.K. Officer— I'll go Quietly"



 The other night I stopped a lady driving with one light.  "You'd be a lot safer with new Sealed Beam Headlights,"  I told her—and that started me telling her about my new De Soto. You not only get 50% better road light  at night—but better visibility  at all times, due to greater glass area all around. You get from 5 to 15 more horsepower  for fast pick-up in traffic —and your speedometer shows red  when you hit 50. Three people can ride  comfortably front and back—with no crowding. De Soto's seats are 51" wide. The gearshift's on the steering post, off the floor, out of the way. In all, De Soto has **(39)** features *not* in your  1937 car! "O.K., Officer," she said, "I'll go quietly." And she did—to the De Soto Dealer's  showroom. She wrote her own ticket for a new *lower-priced De Soto*.

DE SOTO DIVISION OF CHRYSLER CORPORATION  
Tune In Motor Boxes - C. R. S. Thursdays, 9-10 P. M., E. D. S. T.

If you are now driving a 1936-'37-'38 car, it will pay you to find out what's new. See your De Soto dealer for a good deal on the one car in 1940 that offers all 39 features you don't have.





# YESTERDAY'S PICNIC IS NO PICNIC TO-DAY!



*Stomach distress from improper eating is a call for help—for something quieting to the stomach and soothing to the intestinal walls.*

**Pepto-Bismol helps young and old** in the relief of common upsets due to over-indulgence, hasty eating and improperly prepared or selected food.

Pepto-Bismol does not add to the upset of an upset stomach—but soothes it, helps it get back to normal.

This pleasant-tasting prescription is soothing to irritated intestinal walls as well as the stomach—and aids in relieving the distress of sickish, sour stomach, nervous indigestion, gas pains and simple diarrhea. It is not an antacid and has no laxative effect.

50¢, at your druggist's.  
Or by the dose at drug  
store fountains.

**Norwich**

Makers of \*Lysentene



# PEPTO-BISMOL

FOR UpSET STOMACH

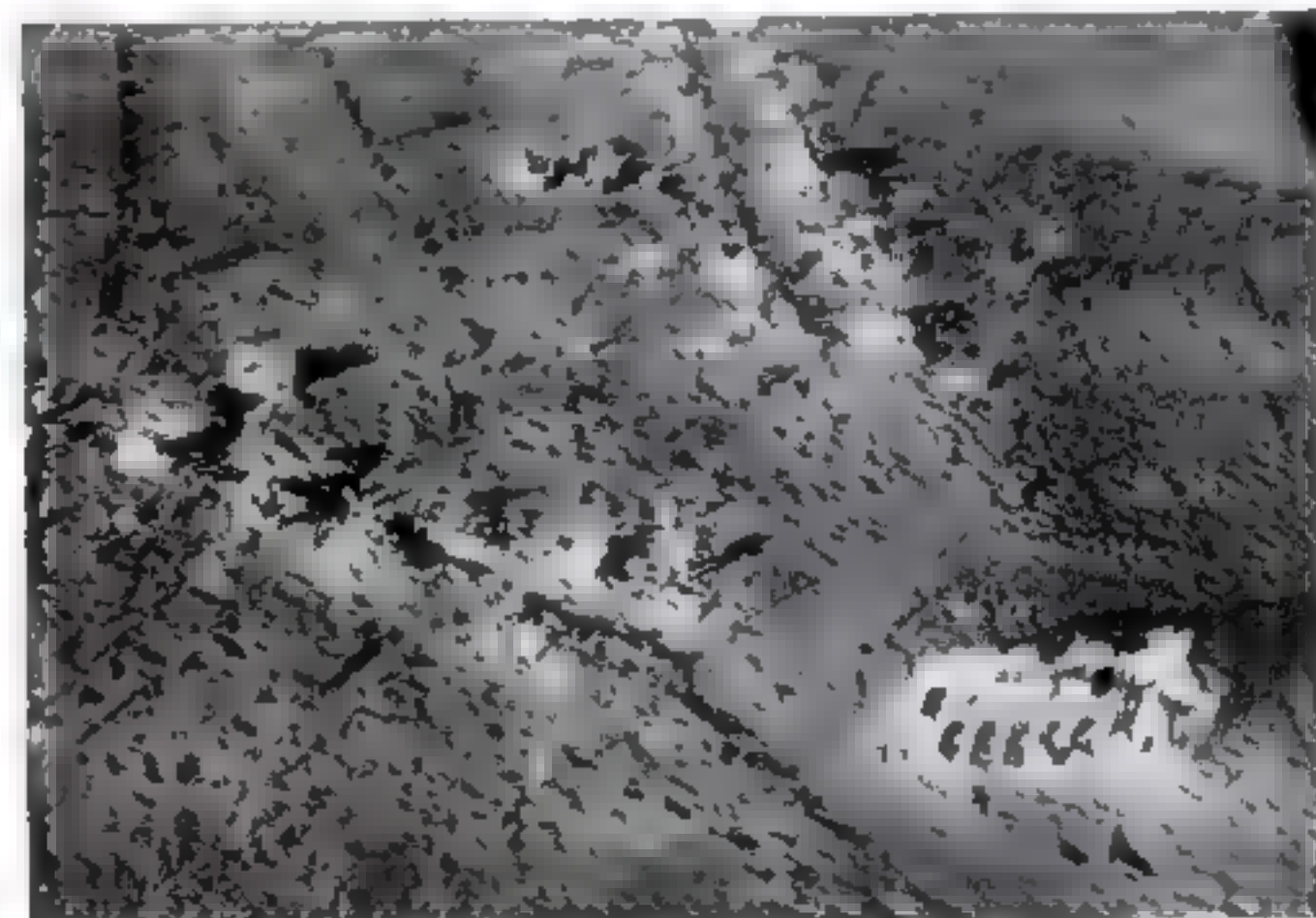
\*REG. U. S. PAT. OFF.



The desolation of war, razing the earth of the works of man and of nature, the very trees and grass, was seen at its grimmeat in Picardy, November 1918, after Allies'



Town square of Guise, near Belgian border, was smashed twice—in August 1914 when French briefly stopped Germans here and in October 1918 when Germans fled.



Shell pounding flattened Passchendaele near Ypres in October 1914, again in November 1917 when 40,000 Britons stormed to death among its ruins and retook it.

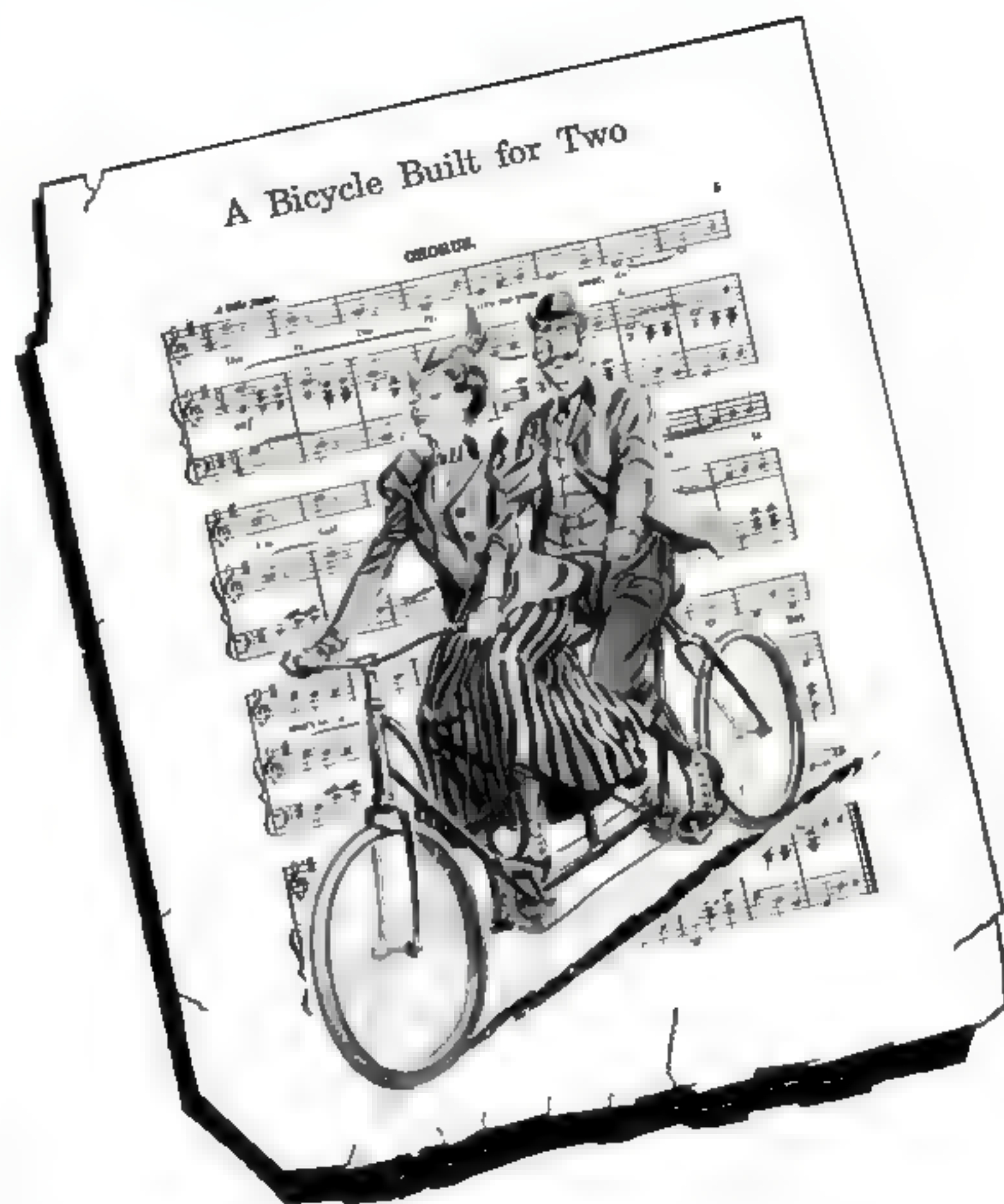




Somme offensive had won 120 square miles and killed or wounded 700,000 Germans, 450,000 Britons and 225,000 Frenchmen. Undismayed, Britons cook tea (above).



War comes to England, to vast astonishment of Englishmen, when German cruisers shell Scarborough Dec. 16, 1914. Today the air war multiplies this grim lesson.



## New Words For "A Bicycle Built for Two"

Daisy, Daisy, this is my answer true  
I once was crazy all for the love of you  
But now the affair is ended  
Clarisse is my intended  
Her breath is sweet 'cause she doth eat  
CRYST-O-MINT Life Savers every day.



Like variety? All rolled up into one delicious package are five of LIFE SAVERS' tastiest flavors—orange, lemon, wild cherry, lime, and pineapple. Ask for FIVE-FLAVOR LIFE SAVERS. Sold everywhere. 5¢.





PARIS BLACKOUT SHOWS NOTRE DAME, CHIMNEY POTS, FAMOUS MOULIN ROUGE, THE PARIS COURTS, THE HOTEL RITZ AND THE PANTHEON BEFORE BOMBING

# PARIS WAR DARKENS THE BEAUTIFUL AND HAPPY "CITY OF LIGHT"

For a thousand years a bluish golden haze has lain over Paris, the City on the Seine, the city of good memories. Green farms and forests that lie all around outside keep its air soft and clear and fresh. To millions living and dead, all over the world, Paris means a way of life. It has probably given more

happiness to more people than any other single place that ever existed. There is not a square yard of it that does not seem to have been designed by the same temperate genius of good taste. It is still Louis XIV's "City of Light" — the light of civilization and culture. Here through the



TO PARIS' 1871 DEFENDERS

Dark Ages scholarship was kept burning at the University of Paris. Here Abélard had his great ecclesiastical debates that changed medieval thought with the Realists. Here the great Gothic architects fanned out over Europe. From here the great kings of France destroyed feudalism. And here the people rose up and gave the modern world liberty.

Whether Paris will survive the devastation of this war depends no longer on her proud history or her charm but on the clash of violent efficiencies and intolerances that she has always despised. The Paris that is shown on the following pages may, quite possibly, have been seen for the last time. But it will be long remembered.

Should another nation of happy men want to make another Paris at some distant day, they can study the formula of Paris but they cannot make Paris without the Parisians. Paris is built around an ancient, compact heart, the two little islands in the Seine. Like Budapest and Prague and many another, it has a hill on one side of the river, a plain on the other. It grew slowly as a walled town, twisting with

tortured little streets. When the walls came down, it simply superimposed on this riddle a Napoleonic plan of great boulevards. It kept its industrial sections out of sight, beyond the hill (Saint-Denis) and down-river (Javel). It sat out on the sidewalk through all the long, fine afternoons. It tolerated no bad cooks. The men understood the women, with enjoyment but also with respect, not as seducers. Paris did not exhaust itself with whoopee. It went to bed, unanimously and punctually, well before midnight, leaving a few well-policed resorts open for the foreigners. It was up and about its work not long after sunrise.

The color of Paris seems to be a sort of mother-of-pearl gray to which all the limestone buildings weather, accented by the pale green of the trees and the soft pastels of the cafe awnings. In the air that seems to glow through its fine haze, the buildings are to be seen sharply, cutting into the memory a Paris that is an eternal moment of beauty in the flow of time. It may be long remembered as a symbol of a past time, for there people were happy for a while.





The Basilica of the Sacré-Cœur glowing at top of picture crowns Montmartre. Despite its lack of aesthetic beauty,

its location and orientation make it Paris' loveliest landmark. Begun after the Franco-Prussian War (1870-71),

it was completed at the start of World War I and dedicated in 1919. Scores of Paris' hottest hotspots surround it.



Tuileries Gardens pullulate with a heterogeneous collection of naked statuary and large stone flowerpots. The

building at end of the gardens is the Louvre. The Tuileries Palace, from which Louis XVI was seized, was destroyed.

Today the Louvre is the greatest art museum in the world and the Tuileries a sketchers' and children's paradise.



# PARIS (continued)



**Bookstalls along the Seine** sell books from 1¢ up and paintings from 2¢ up. Parisians always get good bargains; foreigners think they do but often they must pay outrageous prices.



**Quai d'Orsay railroad station** (one of eight in Paris) bears the same name as Foreign Office, is built in the same grand style. These trains go southwest to Biarritz and the Pyrenees.



**Flea market** is Paris' great hie-a-brac mart and fourth-hand clothes exchange. Much of its wares are procured by "fences." Occasionally long-lost objects of great value turn up here.



**Parisians rarely patronize flower shops,** prefer the open flower markets like this one on the Ile de la Cite, tiny Seine island which used to contain all of Paris in the 10th Century.



**Horse's head atop butcher's shop** means only horse meat for sale. French chefs can make a cart horse's hindquarters taste like prime beef. Paris area has 480 shops that sell horse meat.



**Paris streets** meet at any angle causing serious traffic problems. Parisian drivers honk vigorously, pay no attention to traffic cops, are now grudgingly heeding traffic lights.





**Place du Tertre** on top of Montmartre, a block from the Sacre-Coeur, is packed with typical French cafes, each with colored awnings and blue-and-white checked tablecloths.



**Workmen at lunch** take a full hour to eat their aniam, bread by the loaf, stew and heady cheese washed down by a quart of "pinard," cheap red wine costing about 10¢ a quart bottle.



**July 14 (fall of the Bastille)** is France's July 4, celebrated throughout the country by many military parades, leftist demonstrations, nationalist oratory and bourgeois street dancing.



**The Seine curves** through eight miles of Paris, makes this 100-mile-inland city France's No. 1 port. Air view shows Tuileries (bottom) and Louvre and the Ile de la Cité (top).



**Old Cobble Paris street** winds up towards Montmartre. Paris presents a constant contrast of wide avenue vistas and cramped anfractuons streets unfitted for automobile traffic.



# PARIS (con. med)







NOTRE DAME



Chamber of Deputies (France's House of Representatives) has a magnificent Greek temple façade and stair. Deputies always use side and back doors, often behave unamagnificently.



St. Germain des Prés, on Seine's left bank, is one of oldest churches in Paris. Notre Dame Cathedral (left) on the Ile de la Cité is a superb example of much buttressed French Gothic.



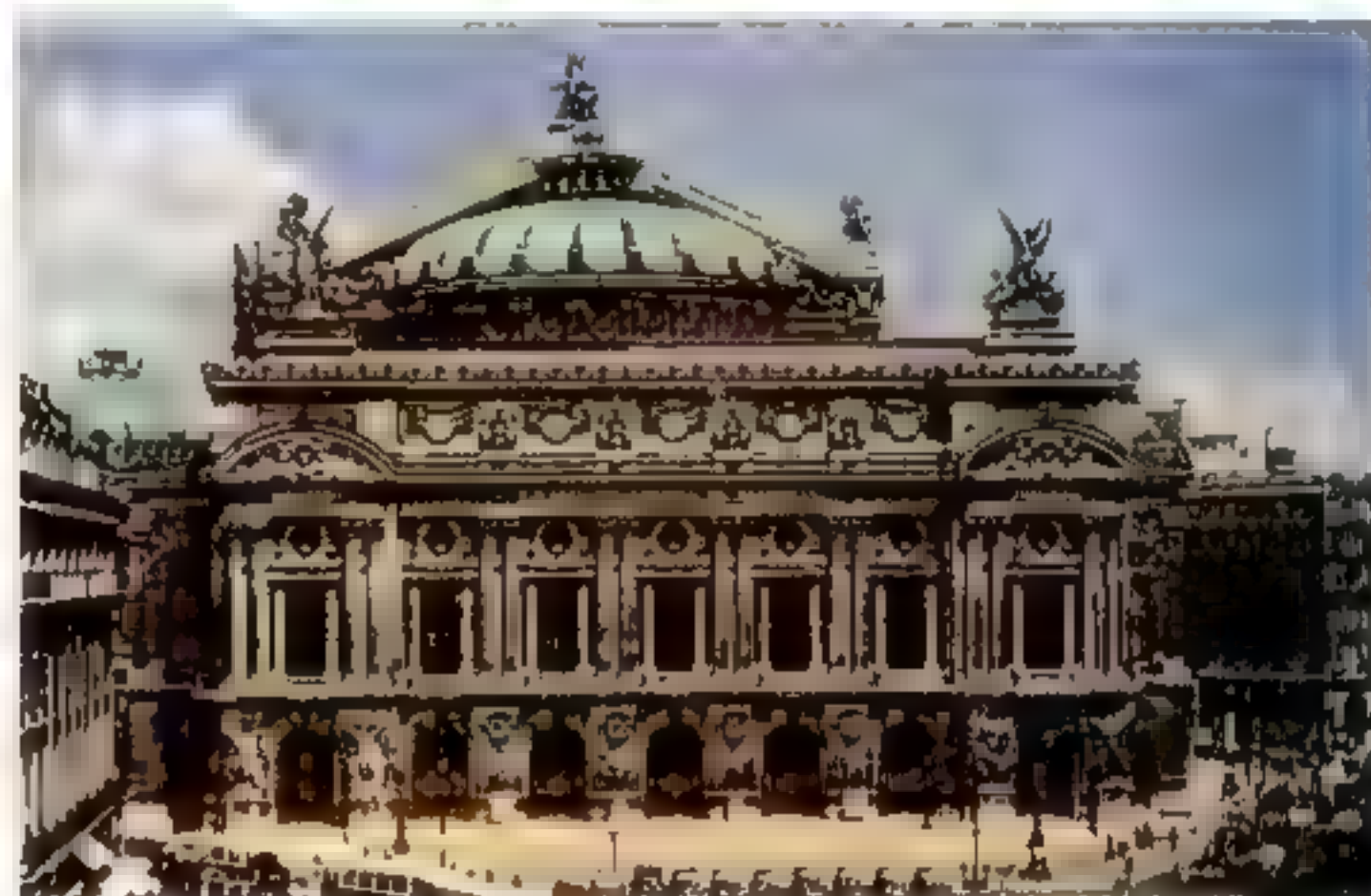
# PARIS (continued)



Place des Vosges was residence of early French kings. This compact unit of Early 17th Century classical architecture is contrast in a Paris that was greatly rebuilt in the 19th Century.



Column in spacious Place Vendôme was erected in honor Napoleon I. The center of Paris' swankiest shopping district. Americans know it for the Morgan Bank and the Ritz Hotel.

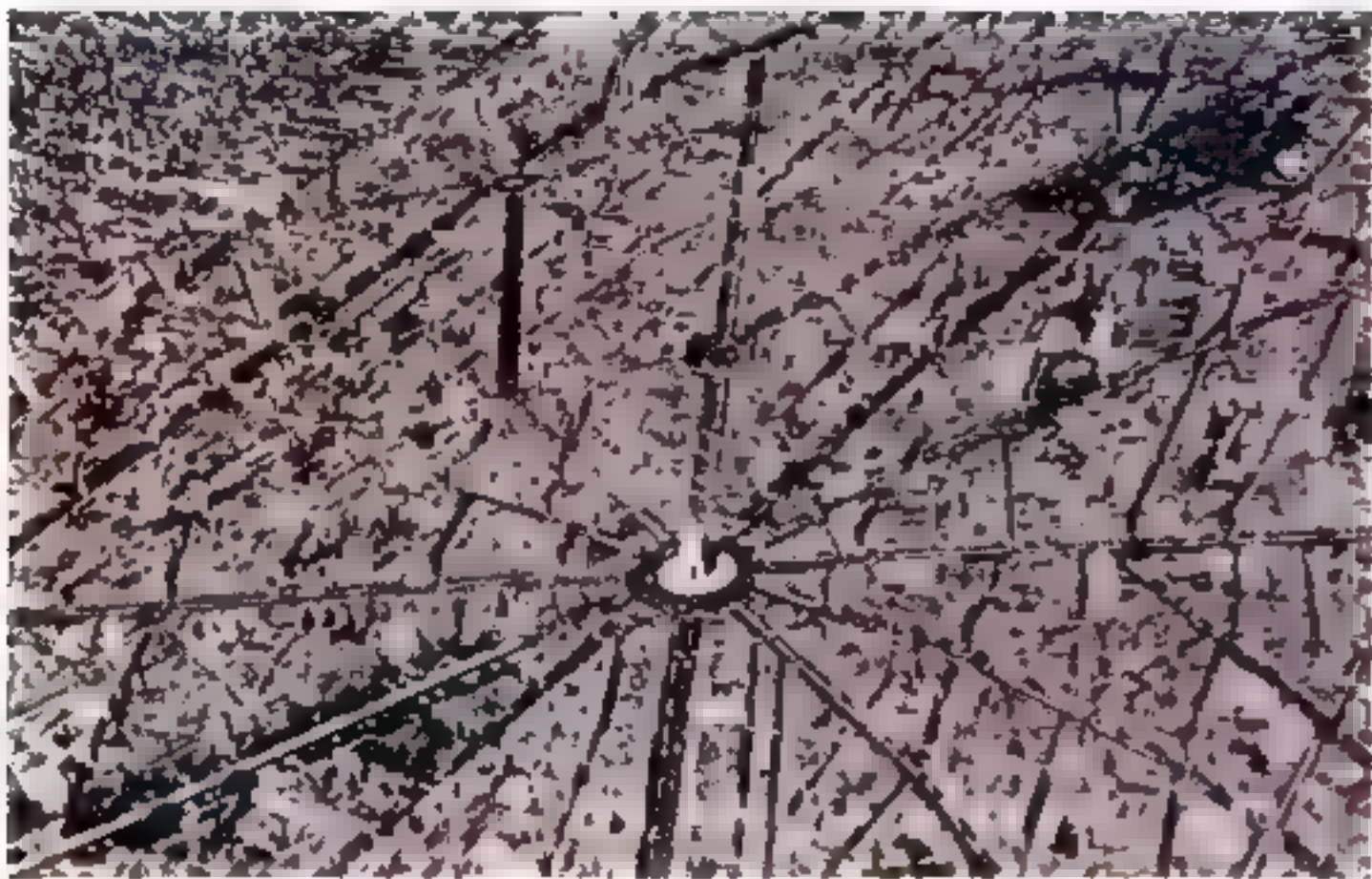


The Opera, covering three acres, is the largest theater in the world though it only seats 2,167 people. Built in 1862, it cost 80,000,000. Opera is subsidized by the Government.

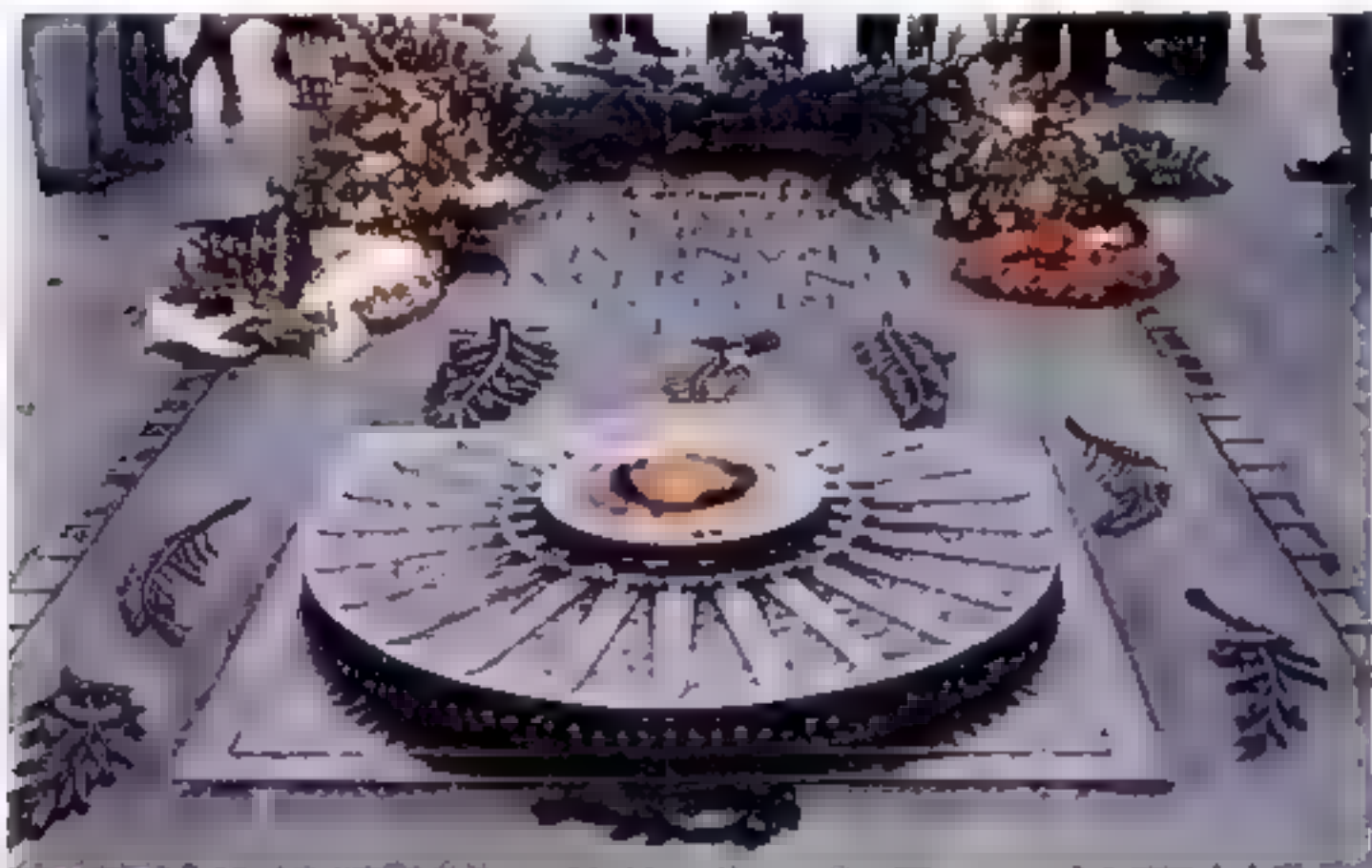
PLACE DE LA CONCORDE IS ONE OF LARGEST IN WORLD. LEFT OF FOUNTAIN IS U. S. EMBASSY, LEFT OF OBELISK IS HOTEL CRILLON; RIGHT IS MINISTRY OF NAVY







**Place de l'Étoile** ("star") holds the massive Arc de Triomphe, a hub from which radiate Paris' twelve great avenues. Napoleon I thought this one up trying to redesign Paris.



**Eternal flame** under Arc de Triomphe honors France's Unknown Soldier (World War I) who is buried here. Once the flame had to be rekindled after being defiled by Communists.



**Eiffel Tower**, for years Paris' ugliest landmark, is also France's most useful radio station. Its 984 ft. made it world's highest structure until erection of Chrysler, Empire State Buildings.

**ARC DE TRIOMPHE IS THE LARGEST TRIUMPHAL ARCH IN THE WORLD.**

**STARTED BY NAPOLEON IN 1806 TO COMMEMORATE HIS OWN VICTORIES, IT WAS COMPLETED IN 1836**





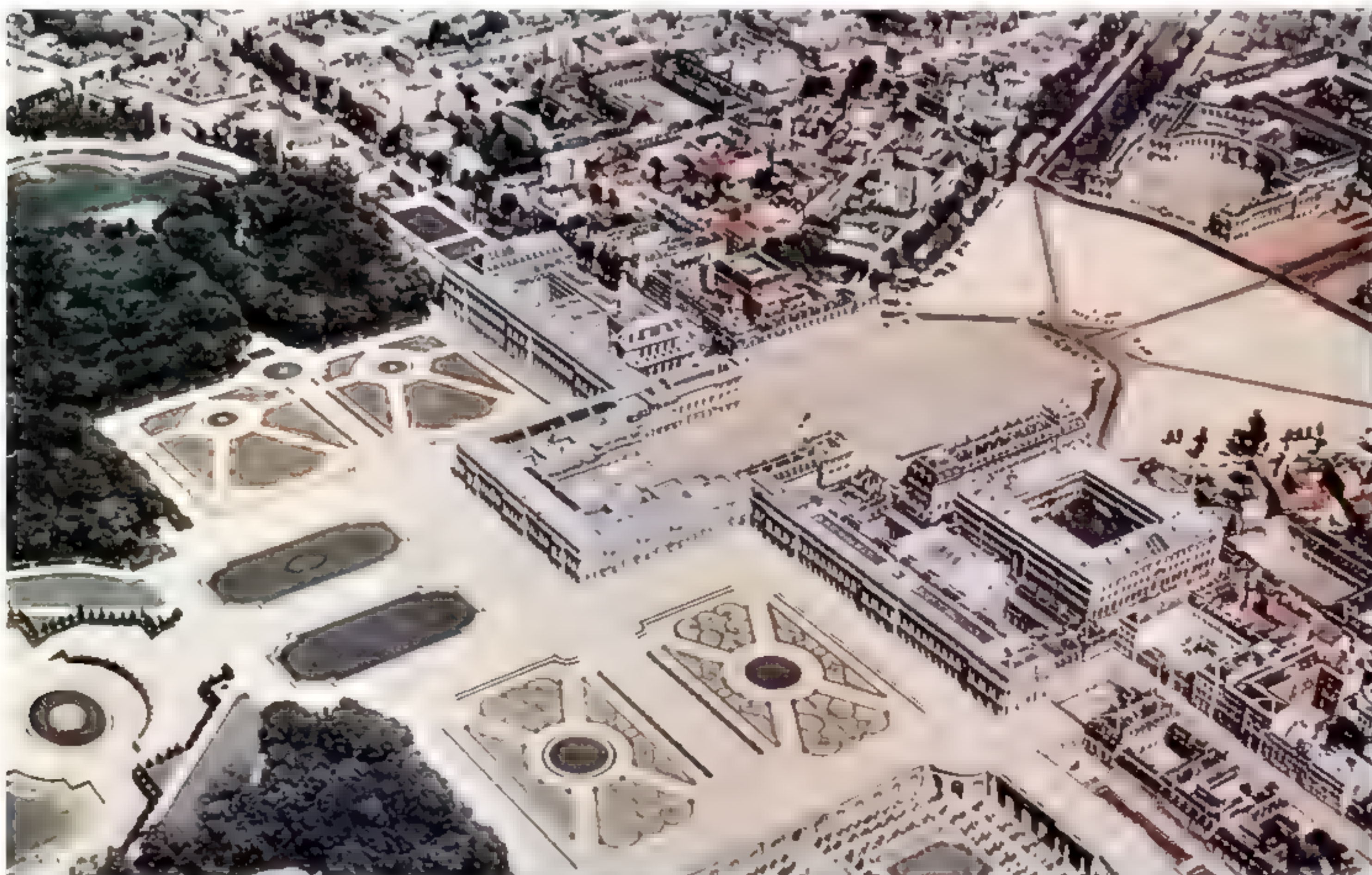
## PARIS (continued)



Versailles Palace and its gardens and fountains are the culmination of Louis XIV's grandiose dreams. The treaty by

which England recognized U. S. independence was signed here in 1783. Bismarck proclaimed William I's German

Empire and France's 1871 defeat in the same mirrored hall where the Allies sealed their victory over Germany in 1919.



Fifty-six thousand men and 9,000 horses labored 20 years to build Versailles palace, which cost \$100,000,000, housed

6,000 persons. The avenues (bottom) leading to the palace were planned to be commanded by artillery. Today a tour-

ist Mecca, dutiful French parents also bring children to admire the magnificent edifices that France no longer builds.





***"These society movies make me green with envy!"***

**IRENE:** Just look at that sumptuous bedroom! Oh dear... I guess movie stars sleep on *percale sheets* every night of their lives

**SALLY:** Well... don't you?

**IRENE:** Don't I what?

**SALLY:** Don't you sleep on percale?

**IRENE:** Sally, are you kidding? How could I afford percale?

**MAN IN THE BACK ROW:** Madam, would you mind letting us hear the picture?

**SALLY:** Sorry. (*Whisper.*) What're you sleeping on now?

**IRENE:** Heavy-duty muslin.

**SALLY:** Listen... Cannon Percale Sheets *cost just about the same price as heavy-duty muslin*. And they wear for years! They'll save you plenty in pound laundry rates, too—they're so light.

**MAN IN THE BACK ROW:** Pardon me...that's just what my wife says. We save \$3.25 a year for each bed with Cannon Percales.

**SALLY:** See! There you are, Irene. Now be quiet and listen to the picture.

**IRENE:** All right...but...will you come shopping with me tomorrow? Imagine the joy of getting percale sheets at last!

**SALLY:** Yes...if you'll only shut up *now*! Sh-h-h!

**Cannon**  
**PERCALE SHEETS**  
MADE BY THE MAKERS OF CANNON TOWELS **\$1.49**

Cannon Muslin Sheets are another superior value. They sell for about a dollar...an outstanding product at a low price.

Now! Cannon Hosiery now comes in the new NYLON as well as Pure Silk. Ask for Cannon Stockings at your favorite store.

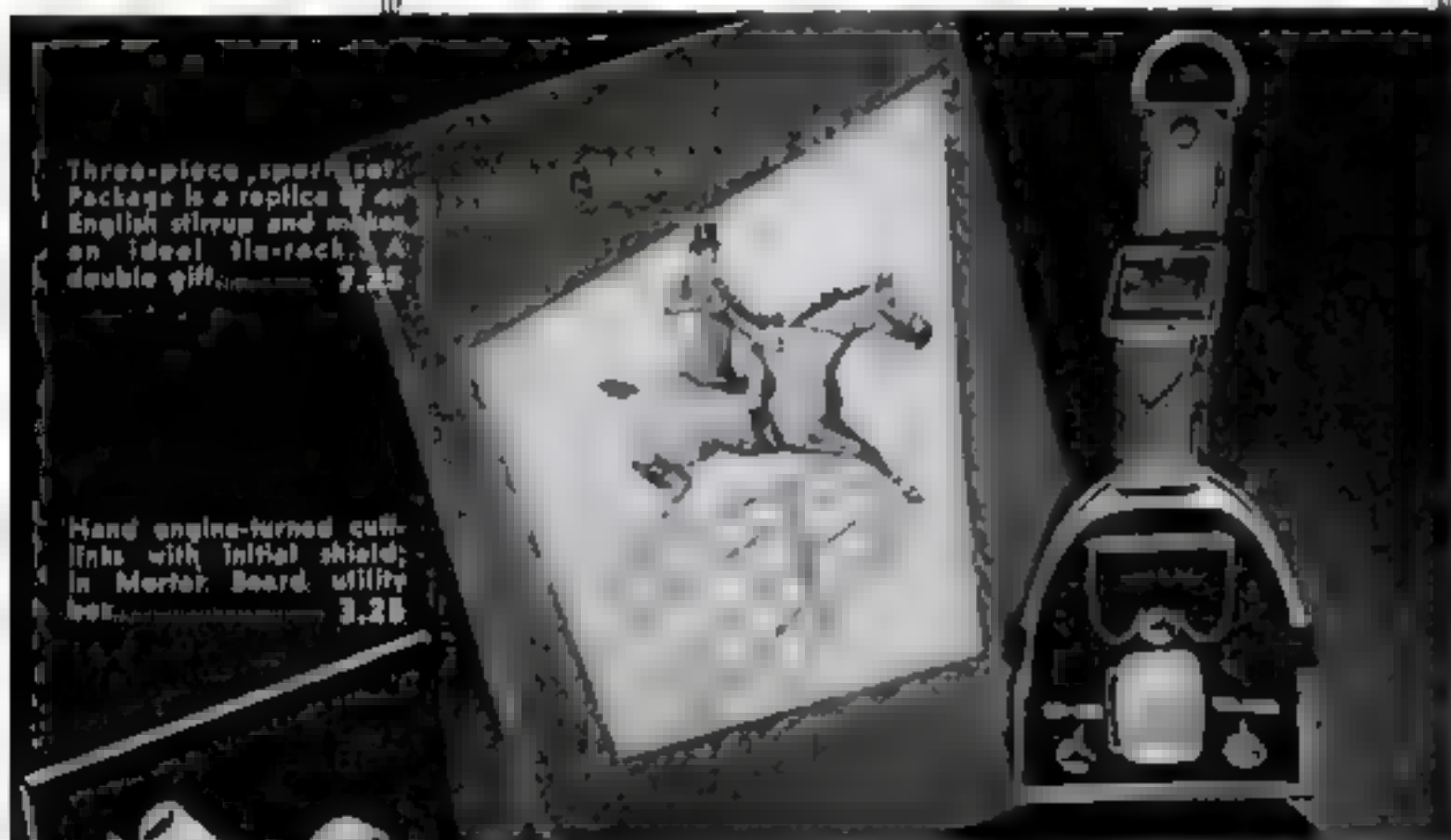


Take advantage of the May and June sheet sales to "Graduate your beds to the luxury of Cannon Percale Sheets!"





Basket-weave effect watch band with famous Mar-velock ratchet — 7.50



Three-piece sport set. Package is a replica of an English stirrup and matches on ideal tie-rack. A double gift — 7.25

Hand engine-turned cuff-links with initial shield; in Merlot. Bead utility box — 3.25



Two-tone red and green cuff-links with initial shield. — 3.25

Handsome knot-design tie-clip — 2.00



Three-piece tuxedo set, with cultured pearls set on genuine mother-of-pearl; handsome gift case. — 25.00



Matching cuff buckle and tie-clip set with initial shield. — 5.00

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# Gifts

OF GREATER GOLD CONTENT  
FOR LONGER, PROUDER WEAR!

**For Grad:** Give the Grad a man-style gift he'll wear proudly for years to come... A Kreisler gift, superbly styled, ingeniously packaged.

**For Dad:** It's your turn to give Dad a truly worthy gift... styled by Kreisler, manufacturers of fine jewelry for more than a quarter of a century.

**Tip for June Grooms:** A Kreisler Set sets well with well-groomed ushers.

BE SURE... AND BUY JEWELRY FROM YOUR JEWELER!  
Inspect your jeweler's distinguished array of men's jewelry accessories, styled by

JACQUES

## Kreisler

JACQUES KREISLER MFG. CORP., N. Y. C.

**SOLD THROUGH JEWELERS EXCLUSIVELY**

PARIS (continued)



At the Place du Tertre in Montmartre couples drank Pernod and vermouth at umbrella-sheltered tables beneath the illuminated dome of the Sacré-Coeur (right).

## PARIS AT NIGHT WAS FULL OF FUN

Paris, to most American visitors, is Paris at night, where accordions wail loudly in back-street cafes and girls, nude and naughty, entertain. From the first whirl of the can-can to the last grand spectacle in *Les Folies-Bergères*, Paris after dark has been the pleasure capital of the world.

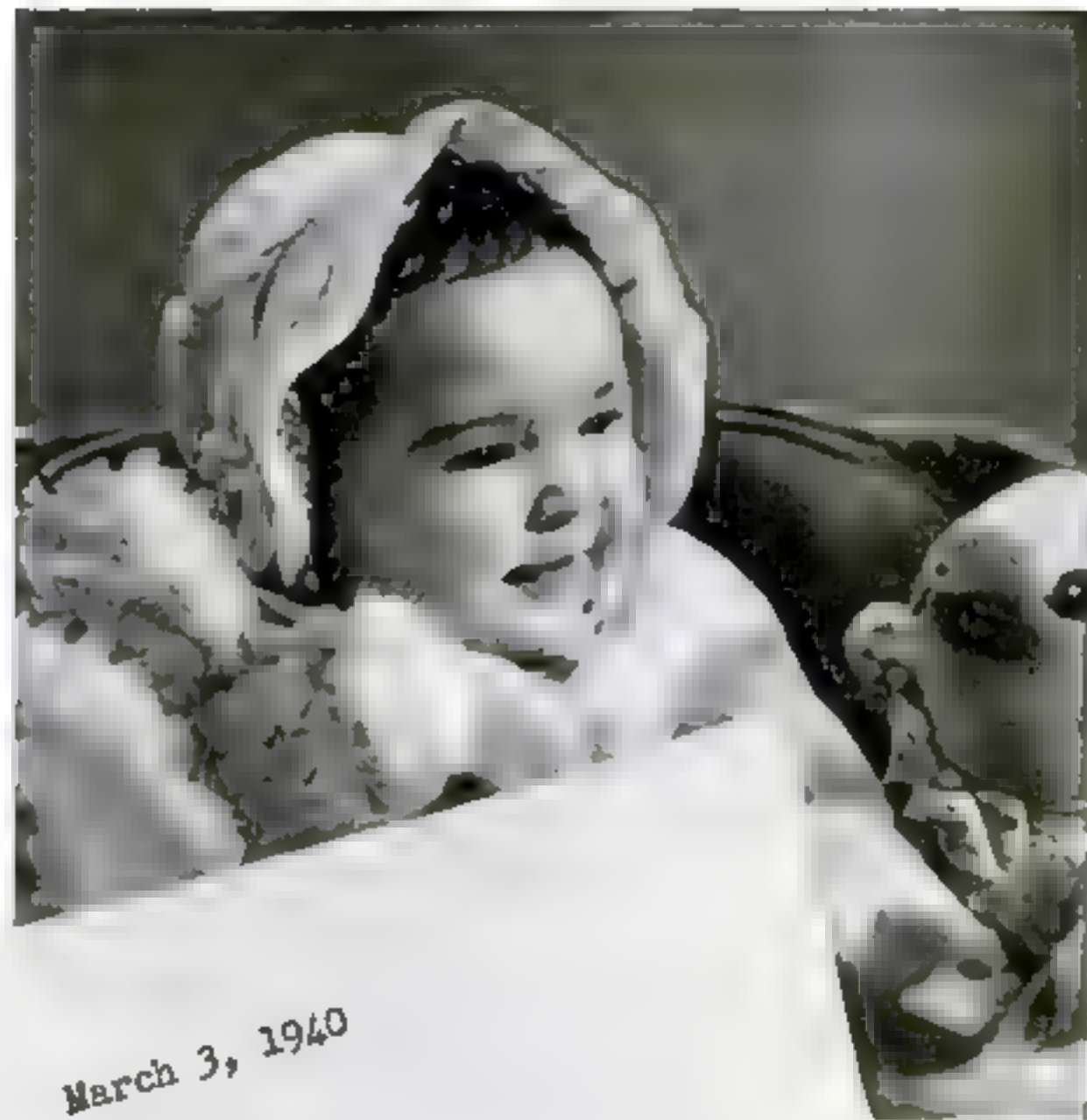
Some of this Paris of well-groomed gigolos and flirtatious coquettes, of Montmartre night clubs and smoke-filled cafes is shown on these pages. Here every good restaurant had an unrivaled cuisine. From midnight to dawn, tourists and students and the great demimonde of the hemispheres mingled and met, danced and played. Josephine Baker, hot out of Harlem, sang her way to fame and the Duke of Windsor, like King Edward VII, came to sneak some fun. This until blitzkrieg was Paris at night, where the last drops of pleasure were wrung out of life.



At Les Ambassadeurs, smartest summer restaurant, located in a park bordering the Champs-Élysées, guests entered between rows of Gardes Républicains on gala nights.

CONTINUED ON PAGE 51





March 3, 1940

Eastman Kodak Company  
Rochester, N. Y.

Gentlemen:

I held off making movies because I had an idea it was expensive. Actually the Ciné-Kodak Eight makes it so genuinely economical that I shoot everything I want.

Took twenty reels last summer - the famous French Quarter of New Orleans, Tampa, the Everglades, Miami, the New York World's Fair. Also took some beautiful underwater shots in the submarine boat at Silver Springs, Florida.

I have a complete film of our baby girl from the time she was a month old until her first birthday. A marvelous picture - I wouldn't take a million for it.

An enthusiastic Ciné-Kodaker,

*W. C. Betts*

5732 Lisette Street  
St. Louis, Missouri

**"genuinely economical,"**  
writes Mr. Betts...

Make your home movies with Ciné-Kodak Eight, the "economy movie maker," and a dime or less pays for an entire movie scene.

Each of these scenes runs as long on your own home movie screen as the average shot in the newsreels, and Ciné-Kodak Eight makes from 20 to 30 such scenes on a roll of film that costs you only \$2, finished, ready to show.

See Ciné-Kodak Eight and the excellent movies it makes... at your Ciné-Kodak dealer's... Eastman Kodak Co., Rochester, N. Y.

**KODAK'S NEW COLOR SHOW—AGAIN THE HIT OF THE NEW YORK WORLD'S FAIR**

Millions of people have marveled at the beauty and drama of Kodachrome full-color pictures projected on a 187-foot screen longest in the world. Also at the Kodak Building—expert advice on picture taking at the Fair. Don't forget your Cine-Kodak.



**Makes marvelous movies  
at everybody's price**

**Ciné-Kodak Eight — only \$29<sup>50</sup>**



# Meet Romance halfway...

WITH A "SCHOOLGIRL COMPLEXION"



TO HELP GUARD AGAINST DRY, OLD-LOOKING SKIN,  
USE THIS LOVELY SOAP MADE WITH OLIVE OIL!

WELL, JIM FRANKLY SAYS  
THAT HE FIRST FELL IN  
LOVE WITH ME BECAUSE  
OF MY "SCHOOLGIRL  
COMPLEXION"  
SO WOULDN'T  
I BE FOOLISH  
TO USE ANY  
SOAP EXCEPT  
PALMOLIVE?

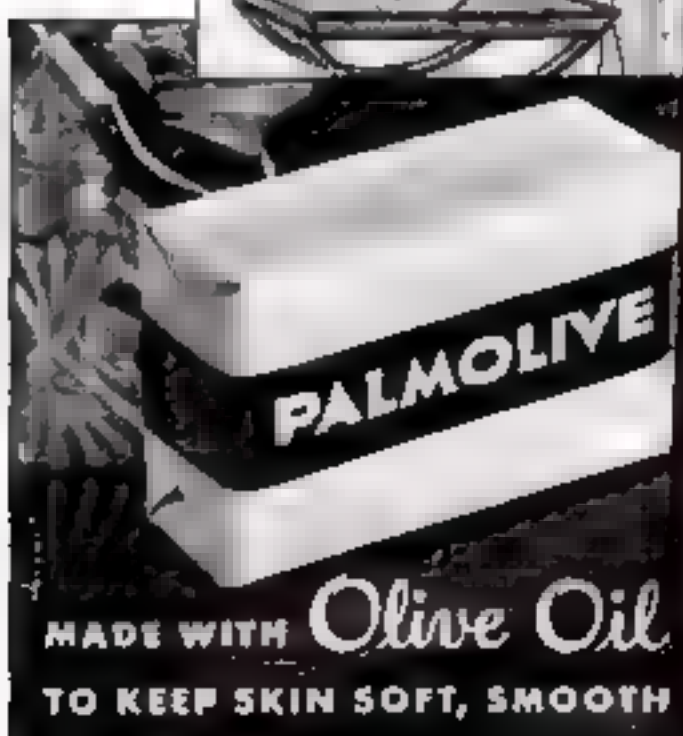


YES—BUT DO YOU  
REALLY THINK  
PALMOLIVE MIGHT  
HELP A SKIN  
THAT'S AS DRY  
AND LIFELESS AS  
MINE?

I CERTAINLY DO! YOU SEE, PALMOLIVE IS MADE WITH OLIVE  
AND PALM OILS. NATURE'S FINEST BEAUTY AIDS. THAT'S WHY  
ITS LATHER IS SO DIFFERENT, SO GOOD FOR DRY, LIFELESS  
SKIN! PALMOLIVE CLEANSSES SO THOROUGHLY YET SO  
GENTLY THAT IT LEAVES SKIN  
SOFT AND SMOOTH...  
COMPLEXIONS RADIANT!



WELL, I'D GIVE ANYTHING  
TO HAVE A LOVELY  
"SCHOOLGIRL COMPLEXION"  
LIKE YOURS. SO I'M GOING  
TO MAKE PALMOLIVE MY  
BEAUTY SOAP FROM NOW ON!



## PARIS AT NIGHT (continued)



La Rotonde in Montparnasse, almost as well known to tourists as the Café de la Paix, was a big popular cafe with a dance band. Students made it their hangout.



Place Vendôme, seen from a window of the Ritz, is one of world's most beautiful squares. Column, capped by Napoleon's statue, is made with cannons he captured.



Taverna da Caprica, true to its name, was gay dive in the heart of the old city. Sign announces that "Dutch is Spoken Here" (left), and that "English is Spoken" (right).





### *The Case of DICK GAY*

*who solved a life insurance  
problem that puzzles  
many wives*

The other night, Mary asked Dick an important question. "If your insurance money were paid to me all at once," she said, "what would I do with it? I wouldn't know how to handle all that money." Dick reassured her. "Don't you worry, one of the first things the Prudential man showed me was how to leave my insurance money so that it will do all the things I want for you and young Jim . . ."

## How can a man leave his life insurance money to best fit the particular needs of his beneficiary?

When a man takes out life insurance he usually has a pretty definite plan in his mind of exactly what he wants his insurance money to do. Sometimes that plan may be accomplished best by a lump-sum settlement—but in many cases, such as Dick Gay's, a cash settlement of this sort raises difficult financial problems for the beneficiary. For that reason, Prudential Ordinary policies offer 4 different methods of settlement . . . each designed for a specific purpose.

**Q:** What are the 4 methods of settlement The Prudential offers?

**A:** *First*, the insurance money may be paid in cash in one lump sum, leaving the beneficiary free to use it in any way.

*Second*, a monthly income of a definite amount can be set up for the beneficiary's entire lifetime. Thus, the beneficiary is assured a guaranteed

income as long as she lives and is not faced with the problem of handling a large sum.

*Third*, a definite income for a definite period may be arranged. The income may be paid monthly or less frequently, as desired.

*Fourth*, the insurance money may be left with The Prudential at a guaranteed rate of interest, which is paid to the beneficiary each year. Arrangements may be made for withdrawal of the principal sum, if desired.

**Q:** What if the insured does not specify a particular method of settlement?

**A:** In such cases, the beneficiary may make the choice at the death of the insured.

**Q:** May any of these methods be used in combination?

**A:** Yes. For example, here's how Dick Gay and the

Prudential man arranged for the life insurance money to be paid if Dick should die tomorrow:

*First*, \$2,000 in cash will be paid at once to Mary to take care of immediate expenses.

*Second*, Mary will receive \$150 a month until young Jim reaches age 18.

*Third*, at that time, Mary will get an extra \$100 a month during Jim's four college years.

*And Fourth*, the balance will be paid as a monthly income for the rest of Mary's life.

This is only one example of how the 4 Optional Methods of Settlement in Prudential Ordinary policies help a man plan intelligently for the future. If you would like to have a plan drawn up to fill the particular needs of your beneficiary, see your local Prudential representative, or write the Home Office.

# The Prudential

HOME OFFICE: NEWARK, N. J.



INSURANCE COMPANY  
OF AMERICA

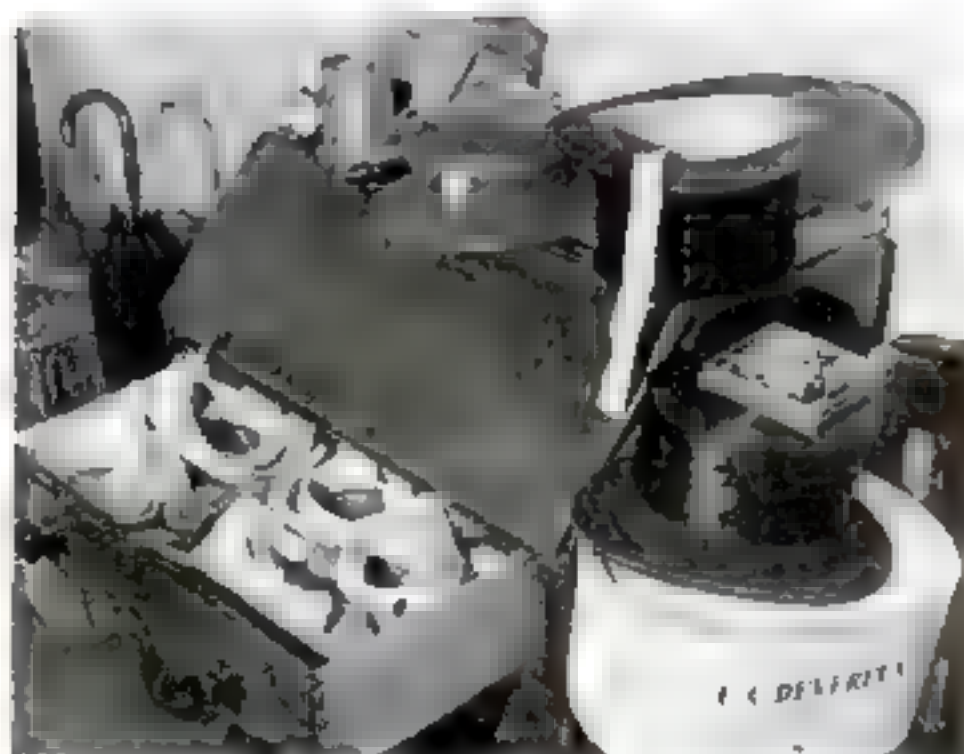




ON THE PLAYING FIELDS OF ETON, ENGLAND'S YOUNG MEN LEARNED CRICKET, RUGBY AND A CERTAIN ATTITUDE TOWARD LIFE WHICH PREPARED THEM FOR THE ENGLISH WORLD

# ENGLAND

## ITS OLD SCHOOLS BRED A RARE RACE OF RULERS



Two top hats, high boots, chessmen, dummy ties, and alarm clock are among contents of Eton boy's "burry" (bureau).

As of this week it may well turn out that in total war, slow-moving, well-mannered, habit-ridden democratic England is not in the same class with Hitler's streamlined, semi-hysterical, unconventional, totalitarian Germany. However this may be, there is no denying that for the last millennium, taken by and large, England has proved the greatest nation in the world. Its inhabitants won more wars, conquered more land, wrote better books and raised livelier descendants than any other race in history. They hold a fourth of the globe and run it reasonably well. These facts have often been overlooked in a period which, taking England and the Empire for granted, was pleased to growl at its defects and chuckle at its foibles. If England, as the modern world has known it, now vanishes from sight, its greatness will be carved in high relief by time; and if histories are writ-

ten a hundred or a thousand years from now, the English and their placid land may then become the substance of a legend—distant, mysterious and proud.

The human emotion of obedience that Germans direct toward authority the English tend to sublimate toward custom. Changes up to now have come slowly in England and in England's present the past has always been close and dear. Of all old English institutions, the old schools, which for 500 years trained men who governed first their island and then their world, are perhaps most characteristic, most important. Absurd, outmoded, revered with ridiculous devotion, puppy-runs like Eton and Harrow, Westminster and Rugby are likely to lose prestige in England no matter who wins the current war. If England loses, they will be the curious monuments of the traditions they so long engendered and preserved.





THEY DID NOT, HOWEVER, LEARN HOW TO FIGHT WITH BRASS KNUCKLES OR TO EVALUATE CORRECTLY THE FEELINGS OF OTHER MEN NOT SCHOOLED TO PLAY THEIR GAME



War preparations are conducted at Eton in old Etonian style. Boys too young to join the Eton Corps Drill parade in "school dress" twice a week under eye of Sergeant Keyte

who used to be in the Coldstream Guards. Etonians collect four tons of scrap paper a month which is sent to be repulped. Many playing fields have been plowed. School

has 27 air-raid shelters, built at cost of £8,000, each equipped with housemaster, house dame, air-raid warden, iron rations, lamps for reading when electricity fails and radio for news





## AN OLD SCHOOL TIE PROCLAIMS THE MAN

**E**ton and Harrow, Winchester and Rugby are England's four most famous schools. Of these Eton stands first but all four have supplied an utterly disproportionate number of leaders to the English scene. As distinct from English free schools, roughly the same as U. S. public schools, England's Public Schools cost a student's parents about £250 a year, maintain long waiting lists and provide stiff curricula based on Latin and Greek.

In addition to a special tie (see pages 73 and 74) which is proudly worn by adult graduates, each English Public School possesses and maintains scrupulous loyalty to its own set of tribal customs. Eton boys play something called the Wall Game, so complicated that only three goals have been scored in the last 100 years. Their black clothes are mourning for George III (died 1820), a patron of the school. In honor of his birthday on June 4, they wear bright boutonnières. Eton also has a language of its own in which a wastepaper basket is a "wagger pagger bagger."

Since 1830 Harrow, which has 650 students a year to Eton's 1,100, has had as many prime ministers, (four) as Eton. Every Harrow boy carves his name on a board in his house. A boy who makes 50 runs in a school cricket match plants a tree.

The theory that the Battle of Waterloo was won on the playing fields of Eton was introduced by a first-rate authority on the subject—the last Duke of Wellington. The Duke was an old Etonian himself, as were Shelley, Cornwallis and Gladstone, Horace Walpole and Lord Melbourne, Lord Bolingbroke and Henry Fielding. Old Etonians still play a major, albeit perhaps less glorious role in English history. Anthony Eden, Lord Halifax, about one-sixth of the 615 members of the House of Commons and even Leopold III of Belgium got their schooling there. Winston Churchill and Lord Gort, Commander in Chief of the British Army, are old Harrovians. Neville Chamberlain went to Rugby. Of his disastrous Government, seven out of eight war Cabinet members wore old school ties.

The result of the Public School system is that about 10,000 of England's 40,000,000 people actually get a chance to amount to much—and the nation is thus deprived of the potential talent of the remaining 30,000,000. If England emerges from the war, Public Schools will be far beyond the means of many tax-ridden peers.



Etonian C. Balfour (above) wears tails and topper. Harrovians (left) wear jackets and boaters, salute each other by right index-finger wiggle.





**Eton**, founded 1440, produced ten Prime Ministers, Duke of Wellington, Elder Pitt, Shelley, Walpole, Fielding, Lord Halifax, Eden.



**Harrow**, founded 1571, produced six Prime Ministers, Byron, John Galsworthy, Winston Churchill, Air Minister Sir Samuel Hoare.



**Rugby**, founded 1507, graduated Prime Minister Chamberlain, Lord Hankey. Rugby and *Tom Brown's School Days* originated here.



**Fettes**, founded 1860, is one of Scotland's top schools located near Edinburgh. Chancellor of the Exchequer Sir John Simon is an old boy.



**Winchester**, founded 1384, is the oldest public school. Its 70 students live in 14th Century buildings, study in Victorian classrooms.



**Charterhouse**, founded 1611, produced John Wesley, Thackeray, Baden-Powell and Courtauld, who wintered alone on Greenland ice cap.



**Marlborough**, founded 1849, like many public schools in the country is the wartime host to a city school of 700 boys "for the duration."



**Westminster**, founded 1561 by Queen Elizabeth, produced Jonson, Locke, Christopher Wren, Warren Hastings, Dryden, Southey, Cooper.



LANCING



GLASGOW ACADEMY



RADLEY



SEDBERGH



MILL HILL



MERCHANT TAYLORS



CHELTENHAM



DOVER



## Old School Ties (continued)



**Haileybury**, founded 1864, graduated Lord Allenby, victor over the Turks, and Labor Party Leader Attlee. It is an athletic school.



**Uppingham**, founded 1584, has turned out great bishops and cricketers. It introduced serious music into curriculum in the 1850's.



**Repton**, founded 1557, is the school where *Goodbye, Mr. Chips* was filmed. It began as a grammar school, now has about 380 boys.



**St. Paul's**, founded in 1500, is a prominent school in London whose alumni include John Milton and, more recently, G. K. Chesterton.



**Oundle**, originally founded by grocers to give their sons a "useful" education, forms the background of some of H. G. Wells's stories.



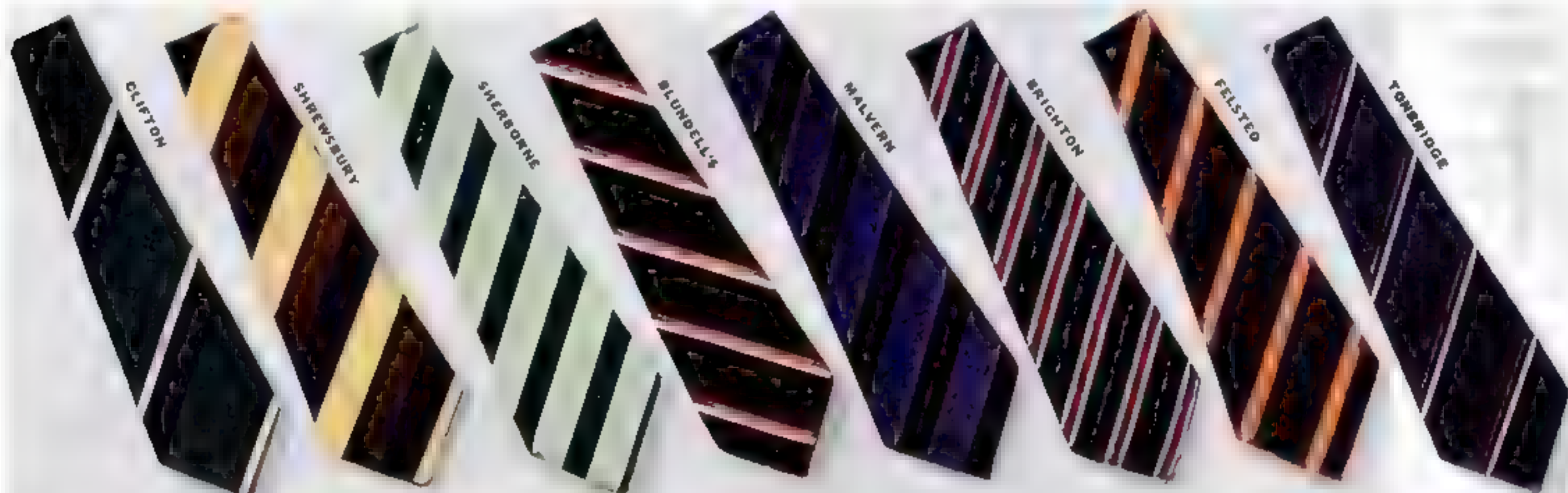
**Stowe**, founded 1929, is the youngest great public school. Its chief building, an 18th Century mansion, is surrounded by 600-acre park.



**Stonyhurst**, founded 1592, is famous Jesuit school. Its early progress was interrupted by political laws against Catholics in Britain.



**Wellington**, founded 1838, is big Army school, started by public subscription in honor of the Duke of Wellington, victor at Waterloo.







Gray top hats are worn by English gentlemen when attending races at Ascot—are not required when attending horse

races elsewhere. This is a characteristic and, to the English, entirely sensible arrangement. Horse racing at Ascot was

started by Queen Anne in 1711, became a national institution. Main race is the Ascot Gold Cup, first run in 1807.



WELSH WOMEN'S NATIONAL DRESS IS PATTERN FOR WITCHES

## ENGLAND'S ANCIENT CUSTOMS BEWILDER MOST OUTSIDERS

If England and the U. S. spoke different languages the U. S. might be inclined to regard the English as more exotic than the Japanese. Like all Islanders, who are less exposed to outside influences than continental folk, the English have a vast store of special habits. Unlike most other Islanders, they control a vast empire and thus feel justified in regarding their idiosyncrasies as symbols of superiority well worth preserving.

The English have Boxing Day, Guy Fawkes Day, Boat Race Day, and innumerable other such. Their days are outnumbered by their costumes, mannerisms, obscure officials, obsolete organizations, monuments and elaborate aliases. The war has created unpredictable chaos in English customs. Professional toastmasters—a small semi-hereditary group whose members make a living by appearing at Lon-

don's innumerable banquets where, dressed of course in special costume, they bellow out the names of speakers—have been out of work for months. Speakers are now introduced by other speakers. Ghostlayers who for a substantial fee undertake to remove unwanted phantoms, wisps and apparitions from old houses have also been experiencing difficulties.

England's stubborn belief in things that no one else believes in may yet be its salvation. In order truly to conquer a nation, one must understand it. No one understands the English. To suppose that their oddities show the English to be a silly race is not sound. By manifesting their irrationality in trivialities the English are to some extent released from applying it to important matters where it would be harmful. Examined over a long period, they are less inclined to genuine absurdity than Germans.

London liverymen gather in Guildhall to elect Lord Mayor. Guildhall has been operating on the same spot since 1212.

The Lord Mayor gets about \$50,000 a year, of which he spends some \$20,000 on his first day in office to provide

a pageant, procession and banquet. Men in funny hats are beards. John L. Lewis is spiritual stepchild of a beadle.







**Cornish Gorsedd**, held at Trippet Stones, near Bodmin, is a *relique* of druidic worship. Ceremonies like this are not to be confused with pumped-up pageants in the U. S. An air of old sincerity surrounds them. The man on the raised platform is R. Morton Nance, a genuine bard.



**Pearly Kings and Queens** leave church service on June 8. Pearly Kings and Queens are actually London victuallers and costers' guilds who, like other Londoners, love dressing up. Costers is short for costermongers, who sell fruit from barrows. Barrows is short for wheelbarrows.



**Oak Apple Day** is celebrated regularly by Chelsea pensioners at London's Royal Hospital. Pensioners wear cockaded hats and cheer for King. All this has something to do with Charles II, Nell Gwyn's handkerchief, and the Army, whose General Sir Herbert Lawrence is on duty.



**Reunion of Doggett winners** is held on Chelsea dock after annual boat race on Thames. Originally rowed by young "watermen" not exceeding apprenticeship by twelve months, this event was started in 1715 by actor named Thomas Doggett. Prize is "Doggett's Coat and Badge."



**Beating the Bounds** is an old English custom for Ascension Day. Here, procession crosses Fountain Court in the Temple in St. Clement Dances parish of London. This operation serves no useful purpose. The English, however, would feel extremely guilty were it to be omitted.



**Order of Crusaders**, dressed in robes emblazoned with scarlet cross, hold annual procession to St. George's Cathedral in Southwark. England's time sense differs from that of the U. S. The Crusades do not really seem much more remote to England than Civil War seems to the U. S.





Prince Charlie's monument is a great historic spot in Scotland. From its steps Sir Iain Colquhoun addresses a Glenfinnan gathering. Scots are more addicted to dressing up than English, protested loudly when kilts were banned as front line garb.



Duke of Connaught is in great demand at a majority of English ceremonies. Above he has just attended commemoration service of Order of St. John of Jerusalem at the Great Priory Church in Clerkenwell, where its special festival is regularly observed.

EVERETT COLLECTION

## HEADACHES ON THE GEORGE WASHINGTON BRIDGE



600 feet up—"Scotty" Poole tends cable lights above the Hudson. He tells this story: "One dark night I worked hours repairing aviation marker lights atop the tower.



"Next day my head was pounding... I felt done in, upset. But no let-up—another cable light had blown! I needed help for my headache—help for my nerves and stomach, too.



"I took Bromo-Seltzer (I keep it at the office). The pain eased off—my nerves smoothed out—I was less upset. Soon I was on the job climbing the cable, feeling fine!"

**JOHN "SCOTTY" POOLE**  
INSPECTOR OF BRIDGE LIGHTS

**BROMO-SELTZER**  
DOES MORE FOR  
HEADACHE THAN ANY  
OTHER REMEDY I'VE TRIED

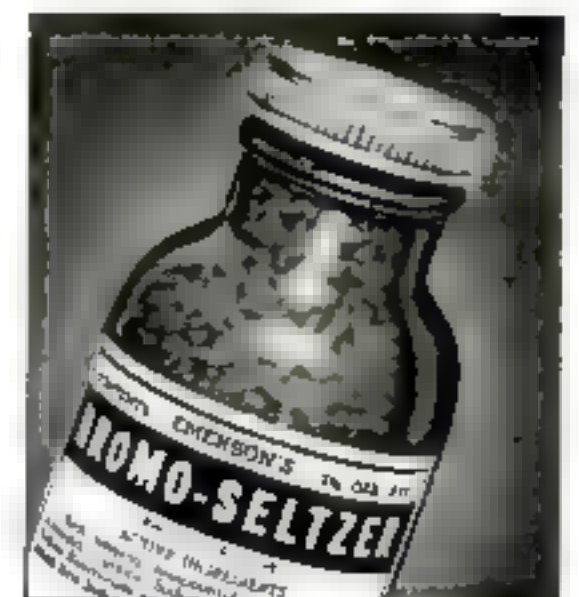
**Why BROMO-SELTZER does more for you  
than a simple pain reliever can**

A headache is nature's signal that you're upset in some way. If you get headaches often—or if they're long drawn out—see your doctor.

Most headaches, fortunately, are simple ones. They may be NERVOUS or DIGESTIVE. For these Bromo-Seltzer gives more all-round help than an ordinary pain reliever can:

- 1 EASES PAIN—gets to work instantly
- 2 STEADIES NERVES—relaxes nervous tension
- 3 SETTLES STOMACH—relieves the upset feeling

For over 50 years, millions have relied on Bromo-Seltzer. Follow directions on the label. At drug-stores, soda fountains. Keep it at home!



**BROMO-SELTZER**

Liked more because it  
does more for headache



## The lady in blue was a mystery...



She was a dream of loveliness in clouds of blue chiffon. Miss below—the captain's hall—and yet she stood alone at the rail. Then she sighed—and because I'm the cruise nurse I asked her what was wrong. The poor thing was having one of her 'difficult days.' She felt so chafed, she didn't dare dance. So...

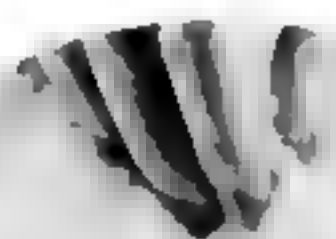


I sped her to the ship's hospital and reached for my box of Miracle Modess. "Feel this, and stop your sighing," I told her as I slipped into a pad. "Modess is made of fluff—instead of papery folds. Fluff so wonderfully soft it brings glorious new comfort!" Well...



The lady in blue went to the hall—and danced every dance till the last "good night" waltz. This morning, I got a tiny gift package and a note: "This perfume is a gift from the lady in blue to thank you for a very happy evening! I'll never forget this cruise—thanks to you and Miracle Modess."

## Get curious! Get comfortable!



*Fluff is softer!*

Modess is made of fluff

Cut a "layer-type" napkin then cut a Modess pad. Feel the difference! Modess is made of fluff—not close-packed papery folds. Soft, gentle fluff—a miracle of comfort! And thanks to "moisture-soving," Modess stays softer!

instead of papery folds—

Press that fluff—see how it yields. That's why Modess moulds to the body so smoothly without bulk or bunching. why it stays flat where you want flatness! Modess' moisture-resistant backing makes it safer, too!

## Get the New Miracle Modess

ENGLAND (continued)



Hyde Park orators always overadvertise their obscure subjects. Inspector Syme, top of this speaker, was obviously not murdered by King George or by anyone else.

## FREE SPEECH AND TEA

If and when the annals of the British Empire are reduced to a file card in museums, its greatest contributions to mankind may come under the heading of free speech and tea. Anyone in England can say anything he likes, subject only to libel laws. Not even war is likely to interrupt flow of diatribe by London orators in Hyde Park who, however, make little or no impression upon anyone. The English attach an undue importance to words which are really useless unless handled by experts.

Tea serves the English people as an excuse for a stimulus to good-humored conversation. Neither tea nor talk are rationed.

**TEA 2<sup>D</sup> PER CUP**

---

**CYCLES STORED, 4<sup>D</sup> A DAY**

---

**Prawn-Tea 8<sup>D</sup>**

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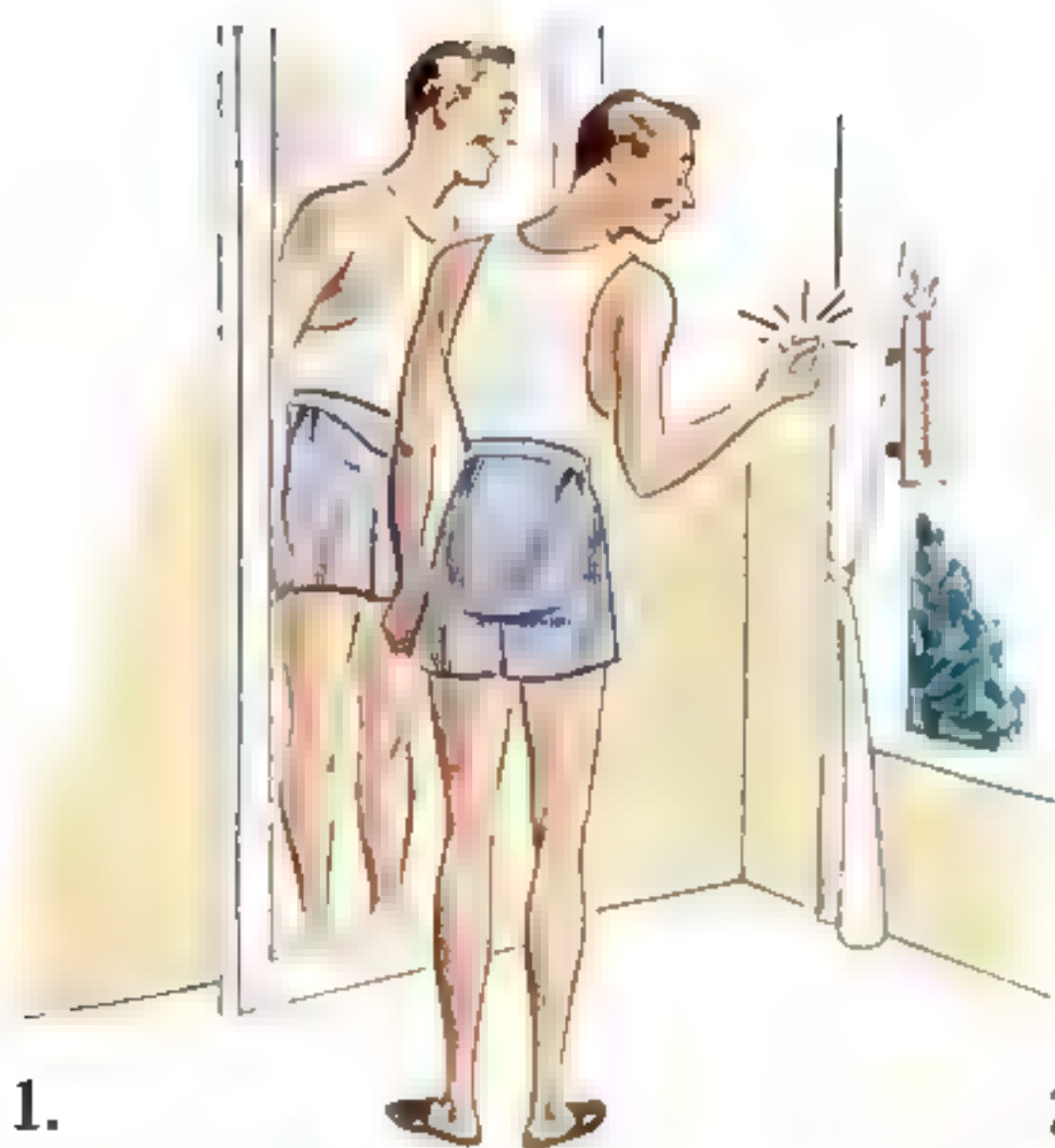
**Shrimp-Tea 8<sup>D</sup>**

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**Lobster-Tea FROM 1<sup>D</sup>**

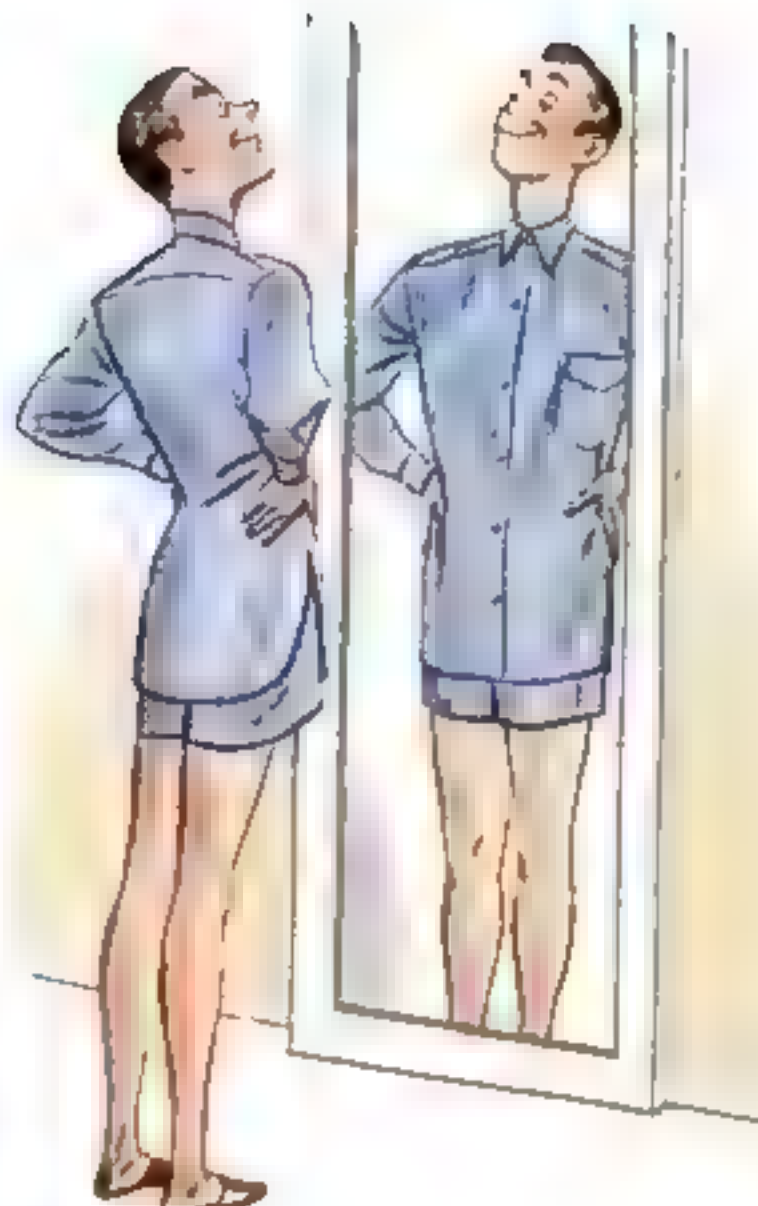
Combinations advertised at Brighton and relished by the feeblest English tensup attest the enduring vitality of the nation. Fish and tea are umbra to Britons





1.

84°? Poof—I've got just the thing



2.

light as air . . . cool as a sherbet



3.

. . . tie goes swell with shirt!



4.

. . . ah! the perfect touch!



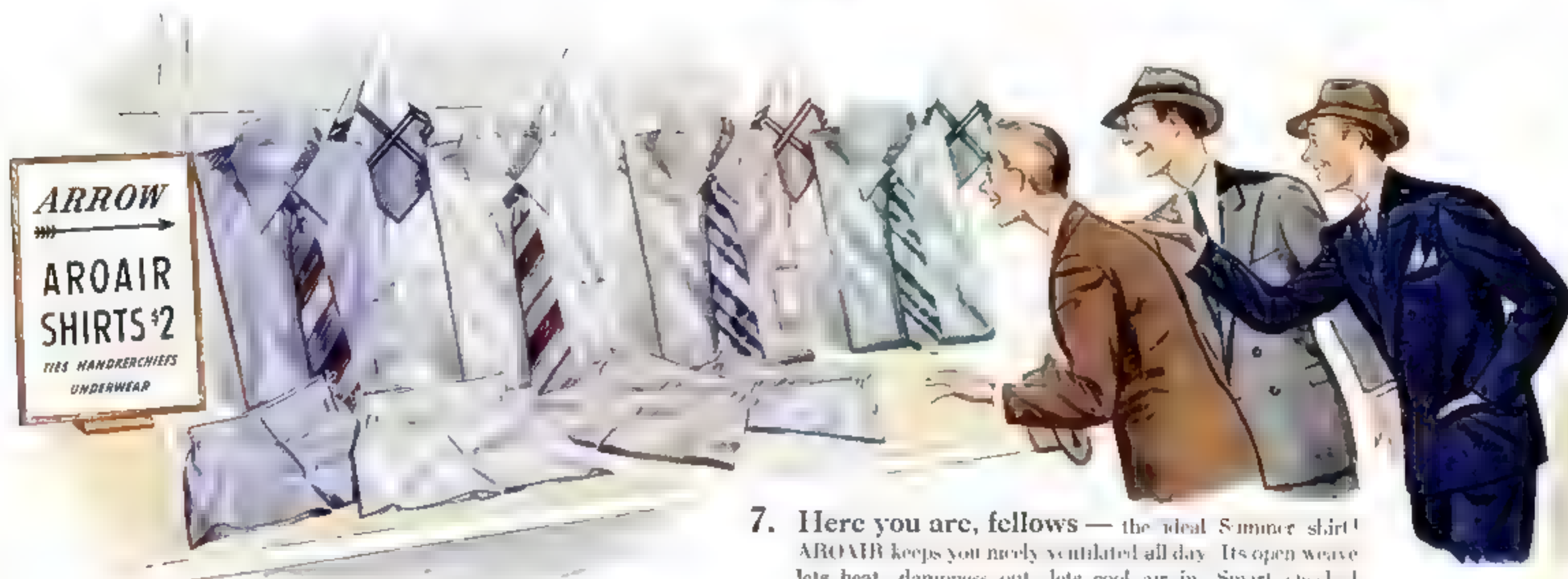
5.

tsk! poor sweltering boys!



6.

oh, well, let 'em all in on it!



7. Here you are, fellows — the ideal Summer shirt! AROAIR keeps you nicely ventilated all day. Its open weave lets heat, dampness out, lets cool air in. Smart checked pattern, Sanforized Shrunk (fabric won't shrink even 1%). Get AROAIR at your Arrow dealer's now. \$2. Special ties, \$1. Aroair shorts, 65¢. Aroair handkerchiefs, 35¢.



# Complete!

*A Big Beautiful COMPLETELY EQUIPPED 1940 KELVINATOR for Only \$139<sup>95</sup>\*.  
The 1940 Refrigerator Value of the Year made possible only by Kelvinator's  
New Program of Large-Volume Production... and Low-Cost Selling.*

*Look at the Size!  
Look at the Name!  
Look at the Price!*

ONLY \$139.95\* for a refrigerator like this? You'd expect to pay at least \$40 more for the beauty, size... and complete equipment... you'll find in this big 6 1/4 cubic foot 1940 Kelvinator.

Look at that big Vegetable Storage Bin.

Look at the big glass Cold Storage Chest for meats or an extra supply of ice cubes.

Look at the glass-covered Crisper. Wilted lettuce springs back to life almost miraculously.

Look at the New-Type Ice Trays. A flick of a lever and the cubes are automatically freed.

Look at the removable lower half-shelf—the automatic Kelvin Control—the Automatic interior light.

Yes, you'd expect to pay far more—and by last year's standards you would be right.

But this year Kelvinator saves you from \$30 to \$60 on a full line of big 6 and 8 cubic foot models. FIRST, we found a more efficient way to distribute Kelvinator products... and we cut the cost of selling. This made a big saving.

SECOND, by putting 96% of our production on 6 and 8 cubic foot size models, we are able to build better refrigerators at lower cost.

THIRD, because of greatly increased sales, we have doubled our production schedules, and passed the manufacturing savings to you.

And first cost is not the only way Kelvinator saves you money. Every Kelvinator is powered by the famous, cost-cutting Polarsphere that uses current less than 20 per cent of the time.

So why put up any longer with an under-sized, wasteful refrigerator or old-fashioned ice-box. See the big completely equipped 6 1/4 cubic foot model S-6 at \$139.95\*. See the other big 6 and 8 cubic foot models starting at \$114.75\*.

And—Look at the Size. Look at the Name. Look at the Price.

KELVINATOR DIVISION  
NASH-KELVINATOR CORP., DETROIT, MICH.

PRICE  
**\$139<sup>95</sup>\***  
Completely Equipped

For complete authoritative information regarding refrigerator values, ask your Kelvinator dealer for a free copy of "The 1940 Refrigerator Guide."

SEE the 1940 Kelvinator Electric Ranges, Washers and Water Heaters.

\*Prices suggested are for delivery in your kitchen with 5 Year Protection Plan, and subject to change without notice. State and local taxes extra. Prices are slightly higher west of the Rockies.

See these other big **KELVINATOR** Values for 1940

Copyright 1940, Nash-Kelvinator Corp.



WANT THE FINEST LOW-COST BIG REFRIGERATOR? Model CSX-6 has big size, big ice capacity, Kelvin Control, chilling tray and finest quality features. Kelvinator's new low price only... **\$114<sup>75</sup>\***

WANT GREATER BEAUTY? Model SS-6 is in the true Kelvinator tradition of beauty—and it has two extra fast Freezing Shelves, Kelvin Control, Chilling Tray, etc. Kelvinator's new low price only... **\$124<sup>95</sup>\***

WANT "MOIST-COLD"? Model HS-6 has complete equipment plus the new "Moist-Master" System that decreases the loss of moisture from foods. Kelvinator's new low price only... **\$169<sup>95</sup>\***

WANT ALL DE LUXE FEATURES? Model R-6 has De Luxe equipment. Two glass covered Sliding Crispers, Vegetable Bin, Speedy-Cube Ice Trays, etc. Kelvinator's new low price only... **\$179<sup>95</sup>\***

WANT THE FINEST REFRIGERATOR MADE? Then you want Model HD-6. Has all modern conveniences, plus exclusive new "Moist-Master" System. Kelvinator's new low price only... **\$209<sup>95</sup>\***





AT 11 A. M. ON ARMISTICE DAY, VILLAGE VICAR OF SELWORTHY BEYOND WHOSE THATCHED ROOFS LIE FIELDS OF SOMERSETSHIRE PRAYS AT MONUMENT TO WORLD WAR DEAD

# THE LAND

ENGLAND IS  
RICH, SMALL  
AND LOVELY

**A**ble to produce enough food to feed less than half of its 40,000,000 people, England is nonetheless one of the world's choicest agricultural areas. Its rich damp soil grows crops of unsurpassable quality and sustains the world's best breeds of people, cattle, pigs and sheep.

In centuries of peace, England's land and England's love of it have combined to make a calm and delicate beauty that exists nowhere else. In England nothing is very big or very wild or very bright. Under its mild gray skies the landscape, like the people in it, is gentle and in harmony. England's numerous little rivers rarely flood. The rabbits in its woods

are plentiful enough to nourish the right quantity of foxes.

Like a world in miniature, England contains almost all the kinds of terrain its people have encountered elsewhere except deserts. Scotland is mountainous and grim. The Midlands are luxuriant and flat. In England the grass stays green all winter. The outline of the country rarely has grandeur but it is always gracious and inviting. England's houses, from castles and cathedrals down to cottages, suit the land as truly as its trees. No Englishman leaves his home without regret. Old but not threadbare, England, like its books, has grown old well.









MILTON ABBAS IS A TYPICAL DORSETSHIRE VILLAGE ALONG WHOSE WINDING STREET HOUSES ARE SET IRREGULARLY, EACH WITH A GARDEN RUNNING TO THE FRINGE OF WOODS

## ITS TOWNS ARE NICE AND TIDY

Though densely populated, England has many empty stretches, like Cumberland scene on opposite page where climbers look down at Ennerdale Water. Here were fought the wars with Scotland and here the Lake poets of the 19th Century got their inspirations. England's innumerable villages and towns have a

tidy cared-for aspect as if their inhabitants were proud of them. Even manufacturing cities like Norwich, northeast of London, seem to fit properly into their lush surroundings. Ugliest spots are England's great west-coast mining centers where Government has long been struggling with world's worst slums.

NORWICH IS ENGLAND'S GREAT CATTLE MARKET. ITS MANY FACTORIES ARE HERE VEILED IN MORNING MIST. AT UPPER LEFT IS FAMOUS NORWICH CATHEDRAL





ENGEL AND

SALISBURY CATHEDRAL THE CHURCH OF ENGLAND





# TOWERS OVER THE LAND AND ITS PEOPLE



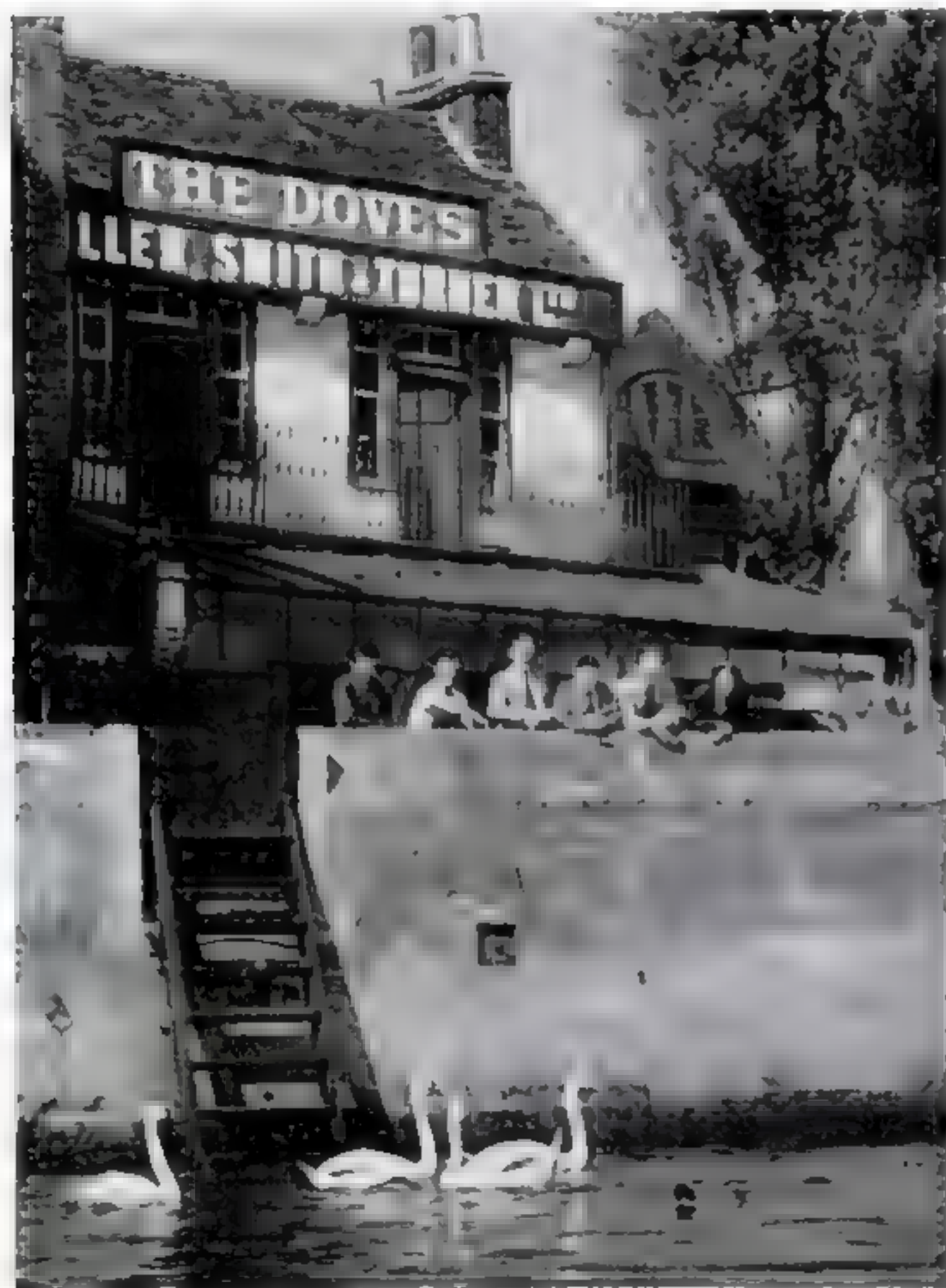


# BACKBONE OF ENGLAND IS PUBLIC-HOUSE BAR

England's public house, or "pub," is more than a counterpart of the U.S. saloon. It is every man's club—a meeting place for rich and poor, high and low. Next to the Church it does more than any other institution to solidify English life. Most Englishmen have their favorite pubs and there, besides their taste for alcohol, they liberally indulge their inclination for conversation. Talk in pubs comes closer to reflecting English thought than all the editorials in London.

Pubs also furnish recreation with an infinite variety of games. Just as every corner of England has its own scrupulously maintained breed of dog, so every district and every pub maintains its own game. There were Ring-the-Bull and Shove-Ha'penny, Quails, Bagatelle and Tippet. Lately, however, a craze for Darts has replaced most other pub amusements. Every pub has its Darts board and a pack of ragged Darts. Englishmen who can barely add on paper are able to compute a complex Darts score instantaneously in their heads. Modern Darts boards often have Hitler's face for a bull's eye.

An older pub game that retains popularity is Skittles. Origin of this goes back to bowling—a pastime that Sir Francis Drake refused to interrupt when told that the Armada was sailing up the Channel. Undoubtedly the most noted English Skittles player is Alan Patrick (A. P.) Herbert, famous also as a humorist for *Punch* and novelist (*The Water Terrier*), and an eccentric Conservative in Parliament. Herbert, president of the Black Lion's Skittles Team, prefers rare "Cheese Skittles" to common "long alley skittles," which he condemns as a mere "importation from the continent." A brave champion of pubs in general, Herbert once dramatized a campaign to adjust pub closing hours—usually about 11 p. m.—by having the "Kitchen Committee" of the Houses of Parliament haled into court for selling drinks without a license.



The Doves Inn at Hammersmith on the Thames is A. P. Herbert's favorite pub. Built several centuries ago, it has prospered ever since. Real drunkenness is rare in English pubs.







RINGS, PLAYED HERE BY TAFFY PIMBLE, SURVIVES AT PRINCESS HOTEL, SWINDON



FRED ROASH TAKES SNUFF WHILE PLAYING "GRID" (GRIBBAGE) IN DOB AND GUN



SHOVE-HA'PENNY IS A FAVORITE AT THE DOVES. OBJECT: HA'PENNY IN EACH "BED"



TABLE SKITTLES OR "DEVIL AMONG THE TAILORS" IS KIND OF TOM THUMB SKITTLES



RETIRED LION TAMER FRED ROBERTS PLAYS DARTS LEFT-HANDED IN DOVEY BAR



A. P. HERBERT LETS GO HIS "CHEESE" IN SKITTLES GAME AT THE BLACK LION

CONTINUED ON NEXT PAGE





Ingestre Hall, the Staffordshire seat of the Earl of Shrewsbury, is a fine Jacobean pile started in 1601. An obelisk in its park marks what is supposed to be

the exact center of England. Above: Lady Shrewsbury takes snapshots of her children. Below: the family reads and talks about war news after lunch.



## ITS PREMIER EARL IS SHREWSBURY



LORD SHREWSBURY'S PLANTS

According to the Nazis, a British Lord is worth less in the scheme of things than a German laborer. This is a question of one's point of view. It may be assumed that in case Hitler successfully invades England, its peers will not receive the kind of treatment to which, for several hundred years, they have been accustomed. Even if Hitler's invasion is a failure, peers will have a hard

time of it hereafter. The Earl of Shrewsbury, whose house LIFE herewith examines, currently gives nearly 90% of his income to the government and may presently give more. He and his kind may well belong to a vanishing race like the Druids, Incas and slaveholders of the U. S. South.

English peers come in several sizes. First are the 20 non-royal dukes. Next are the 42 marquesses. These are followed by 210 earls, 114 viscounts, 336 barons and 1,714 baronets. The Earl of Shrewsbury (pronounced Shrowsbury) is a first-rate specimen of peer. His house is 130 miles from London, in the exact center of England and, as proprietor of an earldom created May 20, 1442, he is England's premier earl.

Family name of the Earls of Shrewsbury is Talbot. The first recorded Talbot is mentioned in the *Domesday Book* (list of England's landowners in 1086) as having title to nine "hides" of land. From 1100 onward the Talbots were feudal barons. Antique lineage and noble ancestry impress U. S. bystanders far more than they impress the English, who are accustomed to antiquity in all departments. John George Charles Henry Alton Alexander Chetwynd Chetwynd-Talbot, the present Earl of Shrewsbury, is an amiable young man with a penchant for collecting cars, hats and plants. Currently, his Lordship is off to the war, with a "hush-hush" job in London. Lady Shrewsbury runs Ingestre Hall alone. Picture on the opposite page shows her sitting under Rasbarn portrait of two earlier Talbots.



Gatehouse of Ingestre Hall served as temporary jail for Mary Queen of Scots. The 6th Earl of Shrewsbury was Mary's custodian for 14 years.









"Now they're talking *my* language"

"WHEN I spend my hard earned dollars, I want to be sure of a square deal.

"That guarantee is the first I've seen that really tells me something about new car financing. It doesn't beat around the bush. It doesn't put it up to me to protect myself by figuring the charge correctly.

"It says plainly 'here's the rate, and you won't be charged any more'. No 'packs'... no hidden charges in the finance cost... the exact insurance coverage I pay for.

"I'll surely remember that name... *Guaranteed Commercial Credit Plan*. It sounds plenty good to me."

There's only one way to be sure of this protection. When you buy your next new car, tell the dealer to arrange your financing on the *guaranteed Commercial Credit Plan*. It is available through any new car dealer. Insist upon it.

IMPORTANT				
This table shows application of guaranteed new car or truck rate to various amounts, both as to finance charge and amount of monthly payments. Larger or smaller amounts, shorter or longer terms, take proportionate rates.				
AMOUNT* TO BE FINANCED	FOR 12 MOS.		FOR 18 MOS.	
	Finance Charge	Monthly Payment	Finance Charge	Monthly Payment
\$300	\$18.00	\$26.50	\$27.00	\$18.16
350	21.00	30.91	31.50	21.19
400	24.00	35.33	36.00	24.22
450	27.00	39.75	40.50	27.25
500	30.00	44.16	45.00	30.27
550	33.00	48.58	49.50	33.30
600	36.00	53.00	54.00	36.33

\* NOTE: You take the cash delivered price of car plus insurance cost and documentary fee or tax, if any. (Your dealer will supply these figures.) Then take off the amount of your down payment or trade-in allowance. The result is the amount to be financed.



TUNE IN! Hear latest news by Bob Trout over Columbia Network. See your local paper for time.

## Commercial Credit Company

CAPITAL AND SURPLUS MORE THAN \$60,000,000

To know exactly what it would cost to finance any make of new car,

MAIL THIS COUPON!

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NO SALESMAN  
WILL CALL

Commercial Credit Company, Baltimore, Md.  
Send free copy of New Car Payment Chart

for (make) \_\_\_\_\_ (model) \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

State \_\_\_\_\_

## ENGLAND (continued)



Coronation Coach, bought by the 20th Earl for the Coronation of Edward VII, is pulled out into yard for airing. Bust in front seat is of the late Lady Londonderry, born a Talbot. English aristocracy always regarded motoring as more a sport than a utility and can thus, deprived of cars by the war, revert comfortably to carriages.



Groom Harry Hancox, an Ingestre Hall notable for 40 years, remembers when stable had staff of 25. Twentieth Earl, who started the family habit of collecting vehicles, which led his grandson to start a short-lived secondhand car business, collected London hansom cabs. The model hansom cab above was a birthday present for his son.





Ingestre Hall's cook, Mrs. Plowman, and a kitchen maid prepare lunch in kitchen. Kitchen, pantry, etc., are described as "offices." Ingestre Hall house staff used to be 18. Left wing is now shut and servants reduced to six. Most of England's stately homes have magnificent mortgages which adorn the vaults of the banks in London.



Pack, Talbots' butler, polishes the family silver. English traditions require that the butler 1) keep the keys of the wine cellar and 2) personally attend to polishing the silver tea service although his subordinate may polish spoons. For tea-service job, the butler may enter dining room wearing silver-polishing apron instead of coat.

CONTINUED ON NEXT PAGE



37 years ago... in 1903...  
Wright made his famous flight

313 YEARS AGO... IN 1627

the Haigs were  
making Scotch!

Thousands of other brands of Scotch whiskies have appeared since 1627—but only Haig & Haig can proudly point to a 313-year-old history of continuous satisfaction! And yet—despite this exclusive distinction—Haig & Haig makes no extra charge for its great name and fame!

PINCH 12 YEARS  
BOTTLE OLD



**Haig & Haig**  
THE OLDEST NAME IN SCOTCH

BLENDING SCOTCH WHISKY • 54.5 PROOF

JOHN H. HARRIS, LTD., NEW YORK





**HERE'S MAGIC...  
A New Kind for You  
...For Everyone...**

Really magical is the all-around appeal of this marvelous New Royal Portable. At its inviting keys, even youngsters type correctly, and fluently, in practically no time at all.

And so it is with all of us... Using a New Royal is easier—far easier than writing by hand!

Thousands of students, teachers, parents prefer it as the simplest, quickest and clearest way to set thoughts to paper!

Try this New **MAGIC** Royal wherever portable typewriters are sold. The Royal dealer will gladly show you all the uses of **MAGIC** Margin (an exclusive patented feature) that sets the margin automatically. For quick action, mail coupon for details of Free Home Trial Offer!



**THE NEW  
MAGIC\* Margin ROYAL  
PORTABLE**

**TERMS: \$4.00 per month including small carrying charge**

**FREE HOME TRIAL  
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Royal Typewriter Company, Inc.  
Dept. L-63, 2 Park Ave., N. Y. C.  
Please tell me how we can try a  
New Royal at home FREE.

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STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
COUNTY \_\_\_\_\_ STATE \_\_\_\_\_

\*Trade-mark, Reg. U. S. Pat. Off.

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**ENGLAND (continued)**



Lady Ursula Stewart, sister of Lord Shrewsbury, wheels her niece, Lady Charlotte Talbot, into lane near house. Multiplicity of lanes in England, caused by dense population, short distances and lack of cars, makes landscape look as if designed for pygmies. Ingestre Hall has 8,000 acres farmed by tenants, 450 farmed by Talbots.

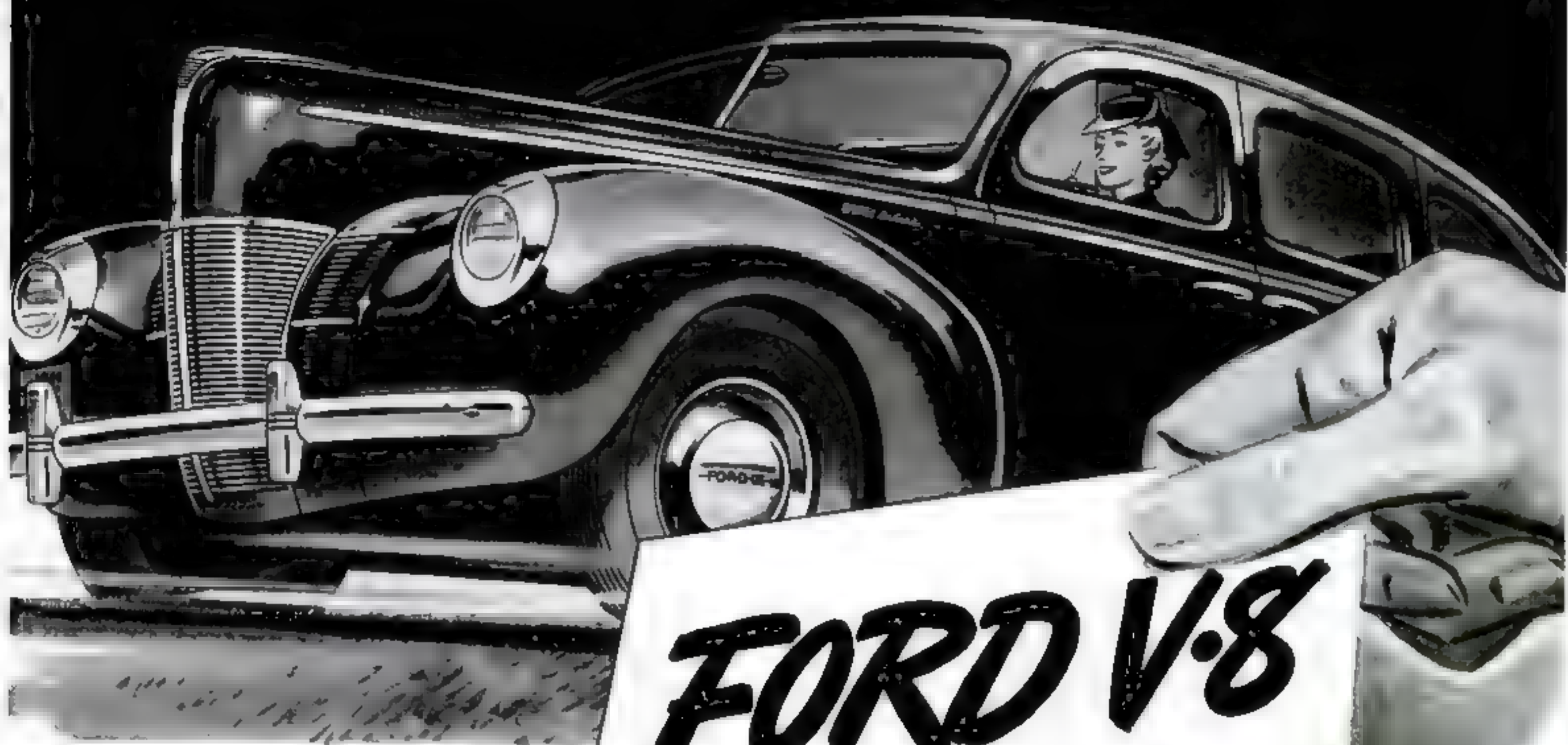


Lord Shrewsbury's sisters, Lady Ursula Stewart and Lady Stanley of Alderley, stop beneath the picture of the present earl in Coronation robes for a chat on the way upstairs to bed. Life in a house like Ingestre Hall may not be perfect but for owners of such an establishment it is about as pleasant and comfortable as any yet devised.

**CONTINUED ON PAGE 34**



# It takes an eight to beat an eight



**NOTHING** less than an "eight" can match an "eight" in all-around performance. The Ford is the only eight-cylinder car in its price field. It's fast, smooth, and powerful—more fun to drive.

In the things that really count, the big, roomy Ford is ahead of its field. It has the biggest hydraulic brakes, a stabilized chassis that doesn't bob and dip when starting and stopping. The only full torque-tube drive. The most rugged rear axle.

Only in the Ford V-8 will you find the restful comfort of seats built with soft "floating-edge" and individually pocketed cushion springs. It has

appointments you would expect to get in any fine car, *included* in the price.

It has De Luxe two-tone instrument panel and light, harmonizing interior—the new style note for 1940.

Simplified Finger-Tip Gearshift, Controlled Ventilation, Scientific Soundproofing—the Ford has every important modern feature in addition to the greatest engine in its field.

This is the all-time, unmatched value

produced by the company that has built more cars than any other. Drive this car. You will find it the fastest and most powerful of the leading low-price cars.

And you will learn right then where your dollars buy the most automobile!

## IT PAYS TO DEAL WITH THE FORD DEALER

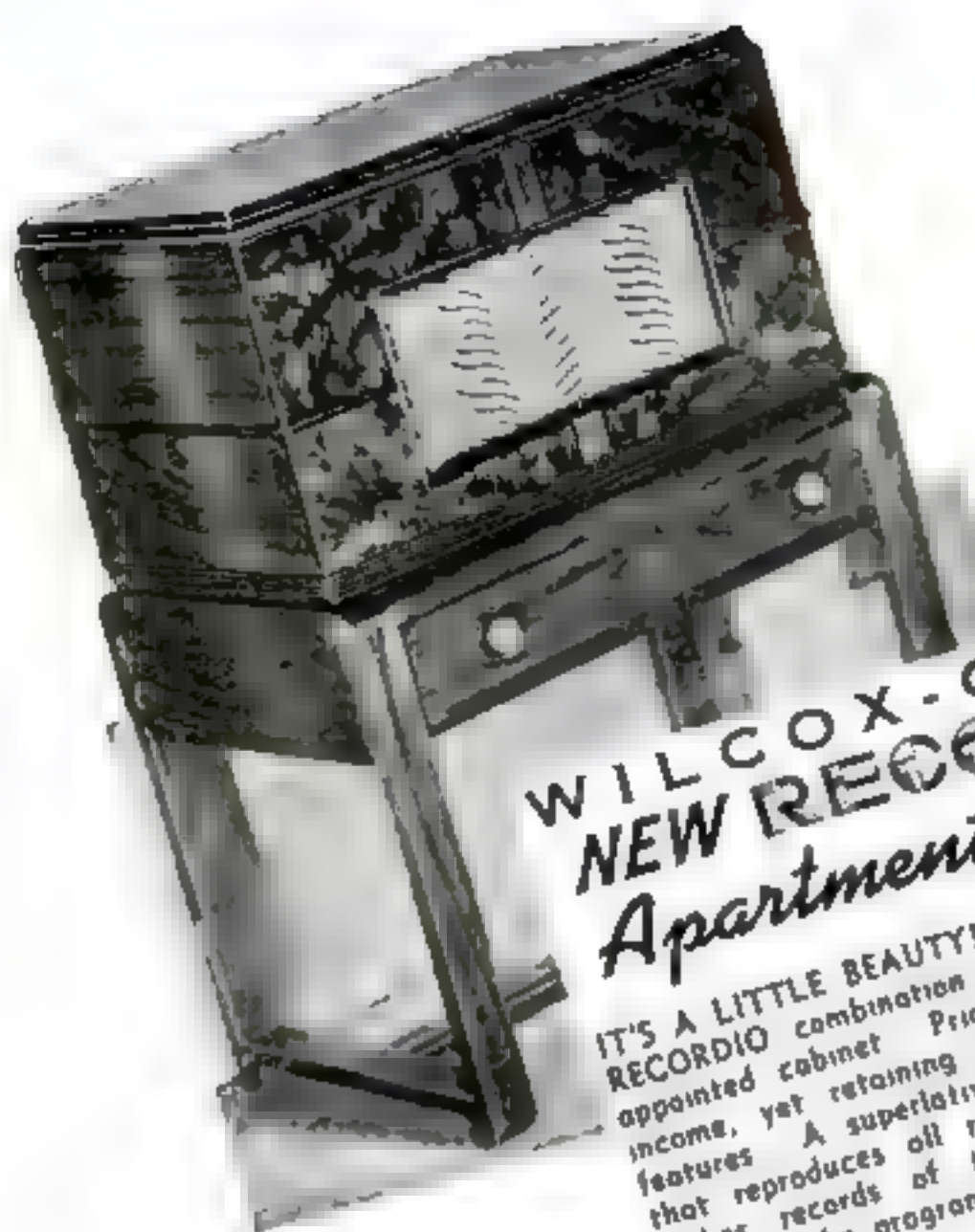
He is ready, willing and anxious to trade—any make. Before you buy any car, let him show you how easy it is to own a new Ford V-8. Prices are low and include equipment for which you often must pay extra.

• VISIT THE NEW FORD EXPOSITIONS AT THE TWO FAIRS, NEW YORK AND SAN FRANCISCO, 1940



## STEP UP TO THE V-8 CLASS





## WILCOX-GAY'S NEW RECORDIO Apartment Model

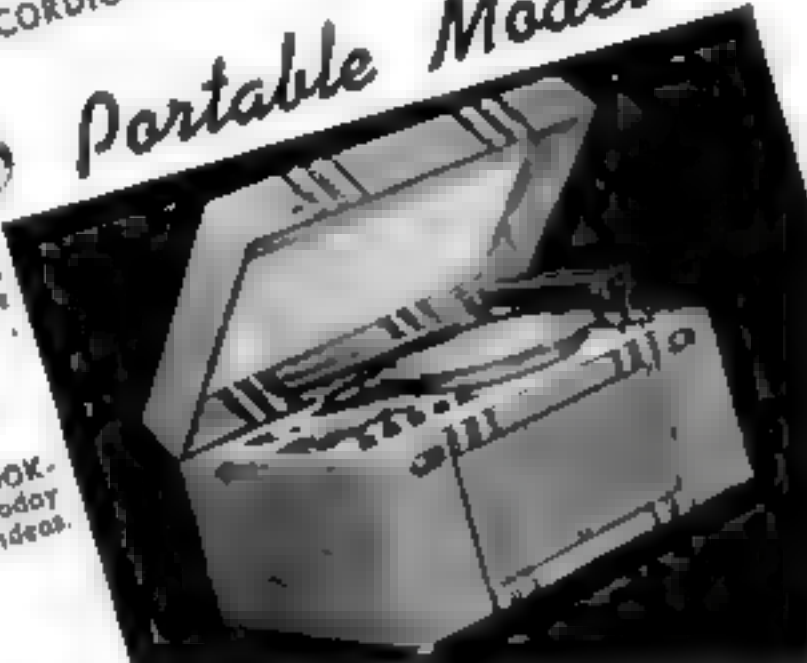
IT'S A LITTLE BEAUTY! The "talked about" RECORDIO combination in a compact, richly-appointed cabinet. Priced to suit the modest income, yet retaining the famous RECORDIO features. A superlative radio. A phonograph that reproduces all records. A recorder that makes records of the family "doings" and records radio programs. RECORDIO is the MODERN version of radio.

## RECORDIO Portable Model

A delightful companion on any vacation. The RECORDIO portable is the same unit used in the table model. Smartly finished in durable luggage cover. Vacation highlights recorded by RECORDIO.

WILCOX-GAY CORPORATION  
CHARLOTTE, MICHIGAN

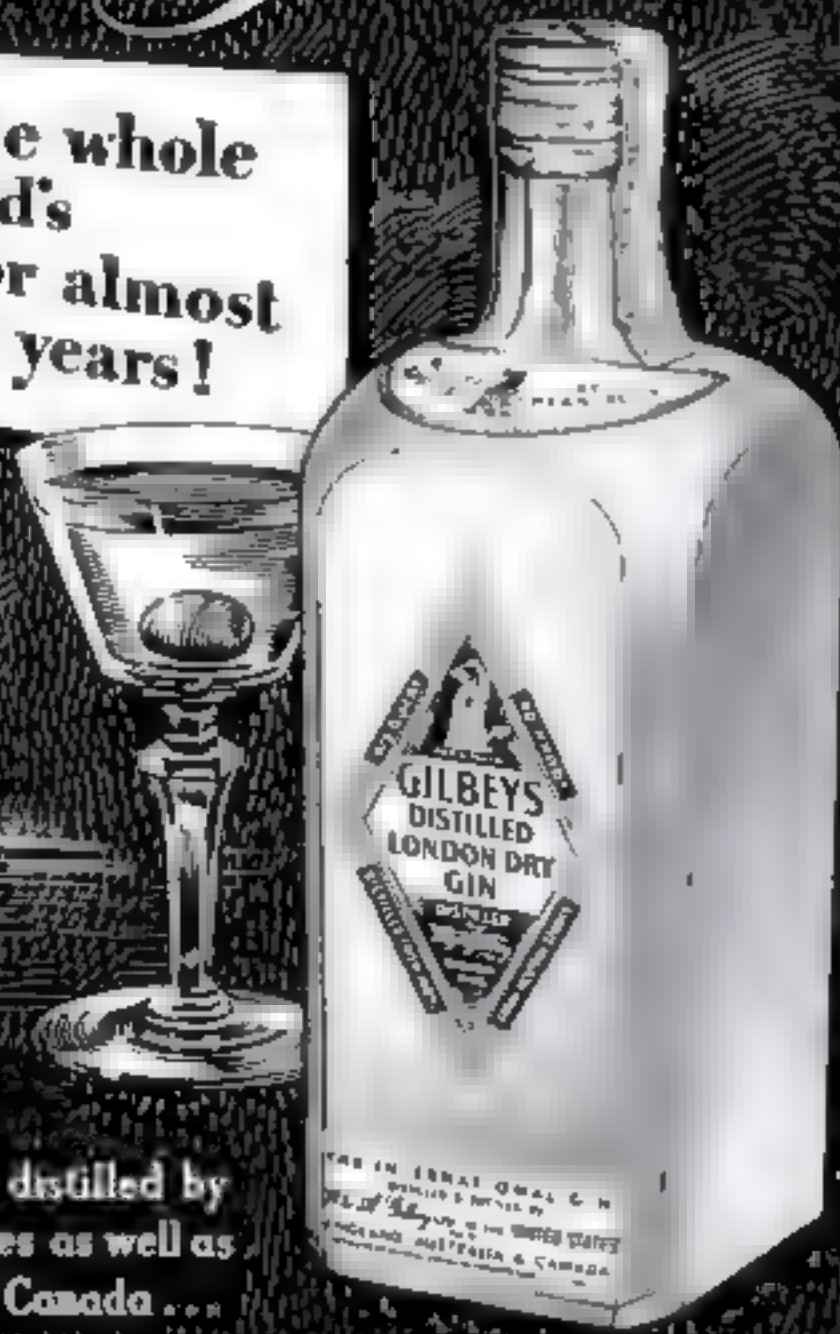
Have you received your "FUN BOOK-LET"? If not, send for it today. It's full of new entertainment ideas.



# GILBEY'S GIN

*must be Better...*

it's won the whole wide world's acclaim for almost a hundred years!



The INTERNATIONAL GIN distilled by GILBEY in the United States as well as in England, Australia, and Canada...

90 Proof. Distilled from 100% grain neutral spirits. National Distillers Products Corporation, New York City

# LLOYD'S SIGNAL STATION

On The Lizard at the tip of rock-bound Cornwall, ships approaching England from America get orders to proceed from this Lloyd's Signal Station. The four flags fly.

## LLOYD'S HELPS KNIT A SEAFARING EMPIRE

The links that hold together the seafaring British Empire are its fleet, its merchant marine and Lloyd's in London, most powerful body of insurance underwriters in the world. The destruction of these links, without which the British Empire dissolves into isolated chunks of peoples and lands, is Hitler's great yearning.

Lloyd's arose spontaneously 250 years ago when men interested in subscribing to insurance policies against sea risks gathered for convenience sake in Edward Lloyd's Coffee House. Although incorporated in 1871, Lloyd's functions now, as then, as a group of 1,800 individuals who subscribe specified sums to insurance policies, which cover anything except ordinary life insurance. The ability of these Englishmen to take worldwide risks and still show a profit is a vivid commentary on the centuries of accumulated wealth, prestige and experience that lie deep in the traditions and the history of the British people.





ing mean "Proceed to London." At the left is Lloyd's own flag, an adaptation of the British Union Jack. Lloyd's has 28 similar stations in Great Britain, 134 abroad.



A ship is sighted by the signalman. When he has verified the ship's identity, he wires Lloyd's and the ship's arrival is then published in Lloyd's authoritative *List*.

CONTINUED ON NEXT PAGE

# I KISSED 1000 Babes

...CAMPAIGNING FOR KLEENEX! IT'S THE PEOPLE'S CHOICE FOR A BILLION USES -- TO REMOVE LIPSTICK MARKS -- TO KEEP YOUR NOSE FROM GETTING SORE DURING COLDS AND HAY FEVER.

(from a letter by B. M. W., Indianapolis, Ind.)



"Tell me  
Another" says  
**KLEENEX**  
and win \$5<sup>00</sup>

for every "Kleenex True Confession"  
published. Mail to KLEENEX at  
919 North Michigan Avenue  
Chicago, Ill.

## MOVE OVER ROVER!

WAS I IN THE DOG-HOUSE WHEN I BROUGHT HOME A SUBSTITUTE FOR KLEENEX? EVERY ONE MISSED THAT SWELL SERV-A-TISSUE BOX THAT ENDS WASTE BECAUSE IT SERVES UP JUST ONE KLEENEX AT A TIME.

(from a letter by  
I. W. N. Y.)



CAMP FLAMBEAU

CAMPERS--DON'T FORGET KLEENEX KEEPS YOUR GOOD LINEN HANDKERCHIEFS FROM GETTING LOST AND IT'S THE PERFECT DUSTER; SWELL WIPER-UPPER, MAKES FISHING TACKLE SHINE LIKE NEW!

(from a letter by Camp Director F. S.,  
Lake River Wis.)

## THIS IS NO BULL!

I USED TO HATE PICNICS UNTIL I LET KLEENEX HELP ME. IT'S PERFECT TO WRAP SANDWICHES, SALT AND SILVER ...MAKES IT EASY TO CLEAN PLATES, POTS AND PANS. SWELL FOR NAPKINS, TOO, AND AS BANDAGES WHEN THE KIDDIES SCRATCH THEMSELVES.

(from a letter by  
C. H. L., Highwood Park, Ill.)



DO YOU  
KNOW...

...THAT SMART MOTORISTS ALWAYS CARRY KLEENEX IN THE CAR TO KEEP WINDSHIELD, SEATS AND STEERING WHEEL FREE FROM DUST AND GREASE! BETTER GET A SUPPLY FOR YOUR CAR TODAY!

Adopt the Kleenex Habit

Trade Mark Reg. U. S. Pat. Off.



**UNACCUSTOMED  
AS I AM TO PUBLIC  
SPEAKING \_ER  
\_ER \_ER \_**

**HOW TOM PERSPIRED! THE NATURAL  
RESULT WAS**

**NERVOUS  
B.O.** (NERVOUS  
BODY  
ODOR)

*...as Tom  
learned later →*

FUNNY THING —  
THE MORE PEOPLE  
I MEET THE FEWER  
FRIENDS I SEEM  
TO MAKE

CAN YOU  
TAKE A FRIENDLY  
HINT — ABOUT  
'NERVOUS B.O.'?

NERVOUS STRAIN OR EXCITEMENT —  
LIKE WHEN YOU WERE MAKING THAT  
SPEECH — MAKES YOU PERSPIRE  
'NERVOUS B.O. FOLLOWS' 'B.O.' IS AN  
OFFENSE THAT PEOPLE DON'T PARDON  
TRY LIFEBOUY HEALTH SOAP

WHAT A SOAP! WHAT  
A REAL WAKE-UP  
LATHER! LIFEBOUY IN  
MY BATH EACH DAY  
CHASES 'NERVOUS B.O.'  
AWAY, AND KEEPS  
IT AWAY —  
MAKES ME  
FEEL LIKE  
A KING!

**THE SCIENTIFIC FACTS ABOUT  
'NERVOUS B. O.'**

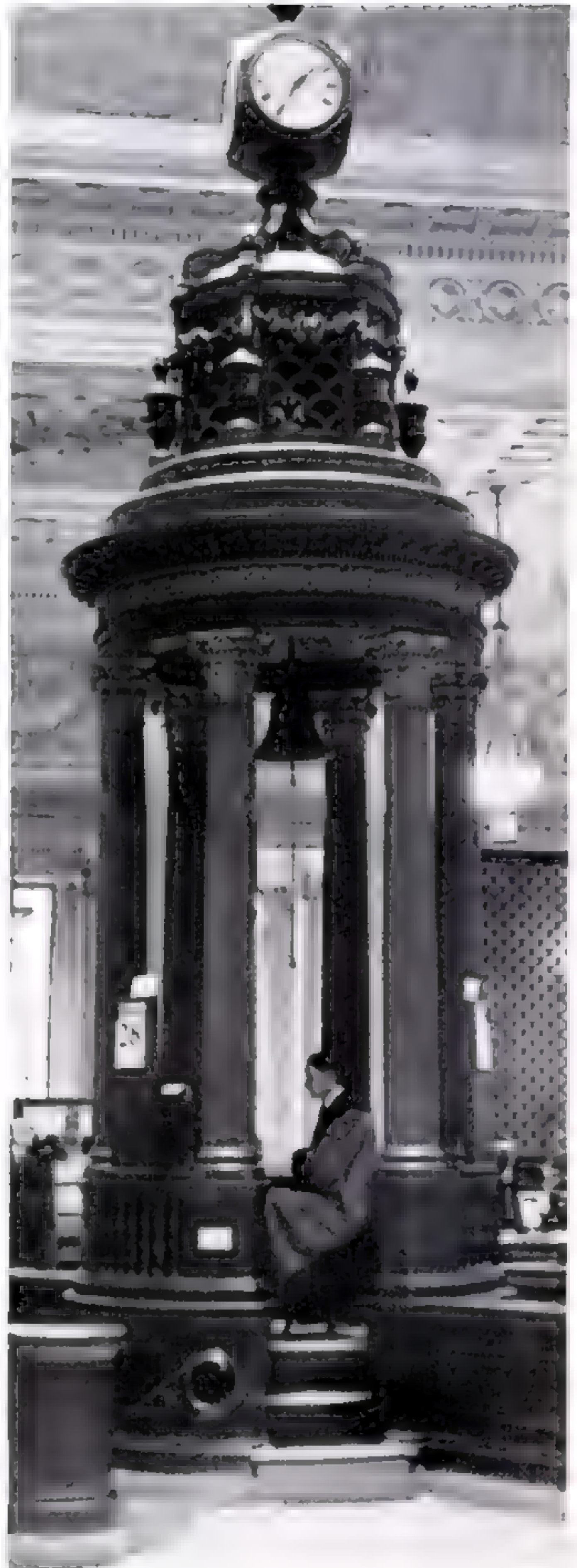
When you're thrilled, worried, or worked  
up, you get nervous perspiration. "Nervous  
B.O." follows unless proper precautions are  
taken. Don't risk your popularity. Stop  
"nervous B.O." with Lifebuoy Health Soap  
in your daily bath. Lifebuoy is different. It  
contains an exclusive, hygienic deodorizing  
ingredient. More people use it for their bath  
than any other soap. Get Lifebuoy today.

— I'D LOVE TO BUT  
I'M BUSY THIS EVENING  
AND I'M LEAVING FOR  
NEW YORK TOMORROW  
ON A BIG  
PROPOSITION

SHE THOUGHT  
TOM WAS ALWAYS SO  
WELL GROOMED — NEVER  
HAS 'B.O.' I'LL BET HE  
USES MY SOAP TOO  
— LIFEBOUY

**LIFEBOUY HEALTH SOAP**

**LIFEBOUY HEALTH SOAP**  
Its crisp odor goes in a Jiffy — Its Protection lasts and lasts



The Lutine Bell hangs in a clock-topped rostrum in the center of Lloyd's. Salvaged from the frigate *Lutine*, wrecked off the Dutch coast in 1799 with some £1,000,000 in gold, the bell is struck to announce important news or the loss of a ship. At start of this war the practice was discontinued, but "Lord Haw-Haw" in his propaganda broadcasts from Germany strikes a bell to announce the sinking of British ships.

CONTINUED ON PAGE 31



FOR THE AIRPLANE OF THE FUTURE—  
COMMERCIAL OR MILITARY

LOOK TO

*Lockheed*

FOR LEADERSHIP

LOCKHEED AIRCRAFT CORPORATION, BURBANK, CALIFORNIA





## THE HANDS OF Dr. Allan Roy Dafoe Physician

On May 28, 1934 in a simple homestead in a backwoods Canadian village five baby sisters were born at a single birth. The world credits the skill, experience, and indefatigable efforts of a "country doctor" that these babies lived and blossomed into charming little girls. The world honors Dr. Dafoe for one of the most brilliant accomplishments in medical history.

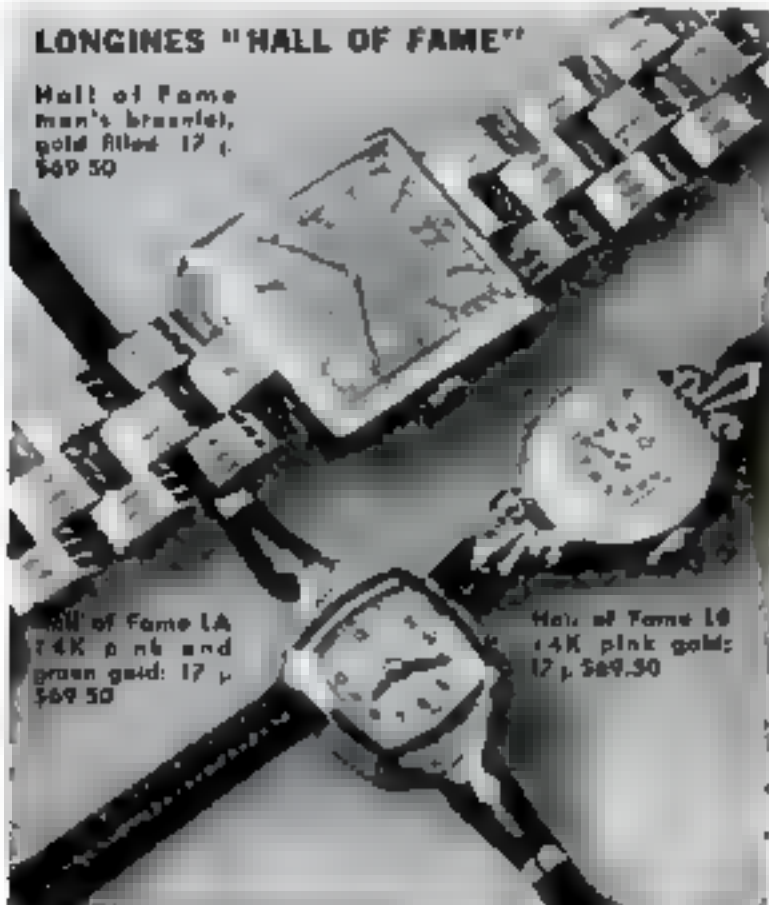
Dr. Dafoe's watch is a Longines "Presentation"

THE WORLD'S MOST HONORED HANDS  
WEAR *Longines*  
THE WORLD'S MOST HONORED WATCH

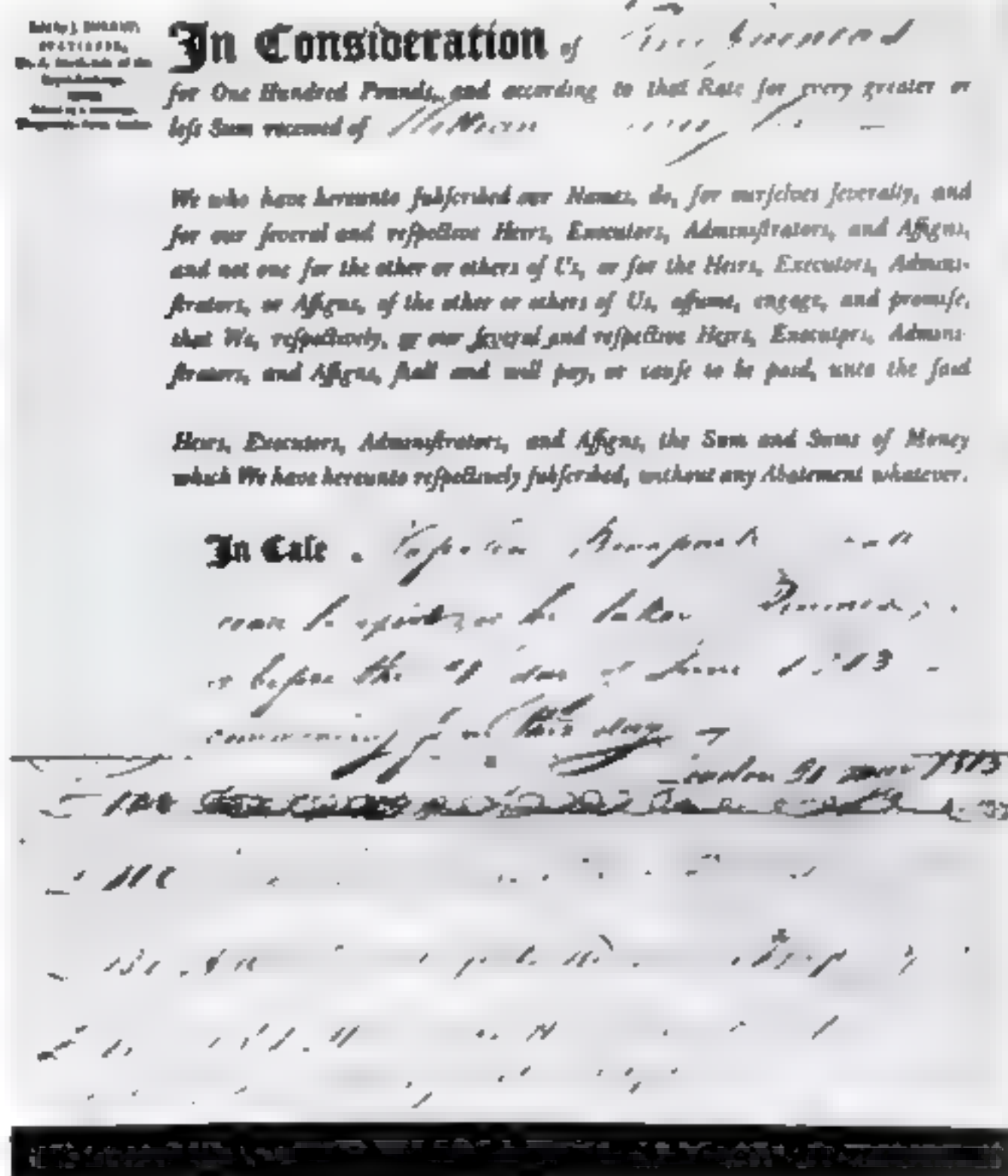
Because of its own distinguished quality and brilliant international reputation, Longines has long been the pre-eminent presentation watch to express merit, appreciation or honor. Longines is for these same reasons most appropriate for presentation at graduations, weddings, and anniversaries. The Longines Watch, itself, has been honored by 10 World's Fair Grand Prizes, 28 Gold Medals and more honors for accuracy than any other timepiece.

Longines Watches are priced from \$37.50 to \$4000.00. Longines "Hall of Fame" series at \$69.50 are the feature watch values for this season. Longines Watches are sold by authorized jewelers everywhere.

LONGINES-WITTMANER WATCH CO., INC.  
580 FIFTH AVENUE, NEW YORK, N. Y.



The Nelson room at Lloyd's, guarded by attendant called a "waiter" contains a bust of Nelson, a painting of his flagship and silver plate that Lloyd's gave him in honor of his victories at the Nile and Copenhagen. One case holds his original log with the immortal words, "England expects that every man will do his duty."



Policy dated 21st May, 1813.  
Issued to William Dorrington, on the life of Napoleon Bonaparte. in case he shall die to exist, or be taken Prisoner on or before the 1st day of June, 1813. Rat. 1 are furnished per £100 R. Heath. £150 Anthony Pean Kemp. £150 B. J. Mitchell.  
Napoleon's life and liberty were insured for some £400 in 1813 through Lloyd's. As underwriters are organized in syndicates which run for only a year, and their personnel may change, life-insurance policies are never issued to cover more than a year's time. Each underwriter must make a big deposit to insure payment.

## VITAMINS PLUS FOR A SUPER-SUMMER!



DON'T DEPEND  
ON THE SUN

It provides only Vitamin D. Your system needs all the vitamins all year 'round. So take VITAMINS Plus—to be sure.

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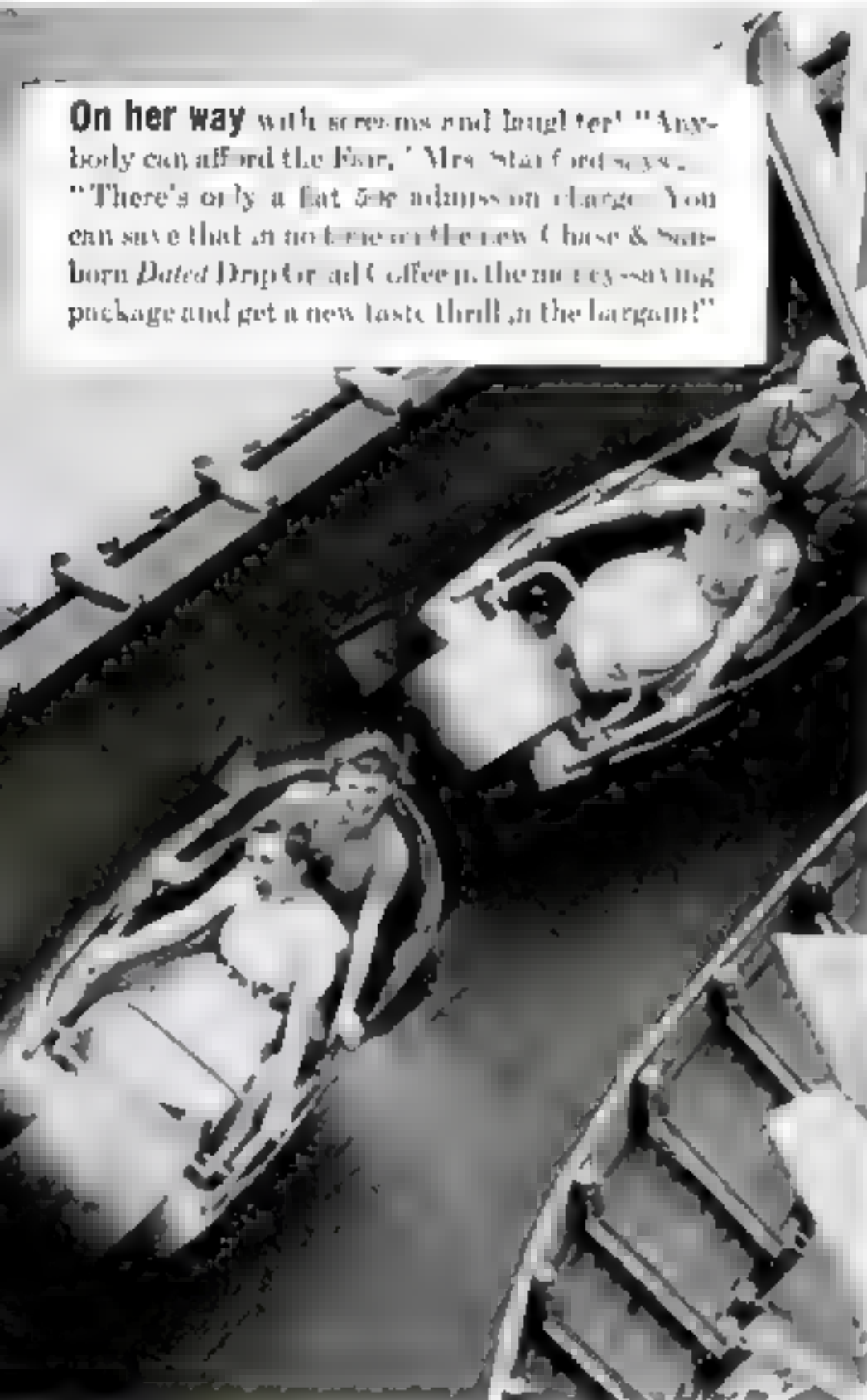




Here's a special invitation from Edgar Bergen's Charlie McCarthy! When you go to the New York World's Fair, be sure to see his great FREE outdoor marionette show . . . Charlie McCarthy and the Magic Carpet at the great Standard Brands Building. And don't miss another feature there—actual coffee roasting. Smell the wonderful aroma as we roast the world's choice coffees to perfection. Have a delicious cup at our coffee bar . . . 7 out of 10 people at the World's Fair drink Chase & Sanborn!

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On her way with screams and laughter! "Anybody can afford the Fair," Mrs. Stanford says. "There's only a flat fee admission charge. You can save that in no time on the new Chase & Sanborn Dated Drip Grind Coffee in the money-saving package and get a new taste thrill in the bargain!"



Once back on terra firma after the breath-taking thrills of the Parachute Jump—Mr. and Mrs. Bush will be ready for a good strong cup of heart-warming coffee. "Chase & Sanborn" . . . pretty Mrs. Bush is promising herself "the kind we always drink back home" in that rich new Drip Grind . . . and I'd like a little of its 'friendly flavor' right now!"

## Chase & Sanborn's *"friendly flavor"* has a thrilling date at the New York World's Fair



"The water's warm, but the air's cold!" Billy Rose's gorgeous "Acquacade" girls are glad to huddle and warm up with a steaming, purring, fragrant cup of Chase & Sanborn Dated Drip Grind Coffee before the plunge! Its thrilling, exhilarating flavor should put fresh zip and rhythm in the next performance.

New swing bands at World's Fair are phenomenally popular; can't swing it too fast for the jitterbugs. Chase & Sanborn are popular, too, for thrilling, fast delivery—speed rich, top-quality Dated Coffee fresh from roasting ovens to grocery. It's speed that protects Dated Coffee's tempting, fragrant freshness.

The Stearns never miss Edgar Bergen's Charlie McCarthy on Chase & Sanborn Sunday program NBC Red Network, are taking in his marionette show at the Fair. Here fans are in Standard Brands Pavilion enjoying their favorite Drip Grind Dated Coffee—rich, tangy, fresh flavor—as much as you can drink for a daniel!





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As a result of spraying all their clothes—old and new—once a year with LARVEX, the Johnsons will never find a moth hole.

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## LARVEX IS DIFFERENT . . .

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A few minutes with LARVEX will mothproof a woman's coat for 12 months.

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A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moth worms cannot thrive on Larvexed material!

# LARVEX

ONE SPRAYING MOTHPROOFS FOR A WHOLE YEAR

Fourthly, let us constantly remember that appropriations are not armaments. Adolf Hitler is not afraid of big dollar signs in the newspapers. Hitler will only be afraid of actual airplanes, actual tanks, actual guns—and actual pilots and actual gunners. Hitler knows right now just how many actual airplanes, tanks, guns, pilots, gunners we have—and he'll keep on knowing every step of the way. During some possible lull in the European scene you may lose interest in the arming of America but Hitler won't. The price of military domination is eternal vigilance—and it is also the price of liberty.

Finally, let us face frankly the handicaps of democracies in their inevitable contests with autocracies. Autocracies foster above all else the will to fight, even the love of fighting—what is called the martial spirit. And except on rare occasions, democracies just do not foster the will to fight. That is a very great military handicap. Billions and billions of dollars worth of airplanes and tanks and guns aren't worth the trouble of dumping them into the sea—unless there are men who have the will and the courage and the daring to use them. For many young men and women, who have grown up in a period of great revulsion against war, this is a very unpleasant truth. For seven long years Hitler and all his storm-trooping henchmen have been sneering at us democrats because, they say, we are soft and effeminate and self-indulgent and greedy for comfort and pleasure. There is, I fear, only too much truth in that sneering indictment.

But of course democracies have fought wars and they have won wars. Otherwise they wouldn't exist today in this very imperfect world. Good peace-loving democrats have fought with supreme courage and skill. For what do they fight?

This question brings us to the second thing which the American people have to do. We have to make up our minds what we are willing to fight for.

Our Government has the constitutional duty of deciding exactly where and when and how the United States shall fight. But our Government cannot and will not decide what we the people are willing to fight for. Only when our Government knows what we the people are willing to fight for—only then can our Government face the world with an intelligent and resolute policy.

In the end the great decision has to be made in the heart and in the private conscience of each and every American citizen. It is a responsibility which is altogether personal. You cannot escape it. I cannot escape it. It is the greatest responsibility which will ever come to us as citizens of the America we love. I have made my decision as to what I am prepared to fight for with everything I have and am, and as one citizen to another I will tell you as best I can how I have decided.

There are millions of Americans who would give up their lives in battle for America. I hope they will never be put to that test of ultimate devotion. There are millions of Americans who will gladly give up their fortunes and all their prospects of personal success whenever that sacrifice is needed for the survival of American democracy. I hope America will not become an impoverished nation but only those who are quite calmly willing to face privation can dare to face the challenge which confronts us now.

What I am willing to fight for is, of course, America but not America as a geologic mass, not for its mountains and plains and rivers, greatly though I love them and much though they have concerned me. The America I want to fight for is the America of freedom and justice, the America which has stood throughout the world for the hope of progress in the democratic way of life and for faith in the ultimate brotherhood of man. America belongs to us, the lucky 130,000,000 people who are living here today. But America does not belong entirely to us. A little of America belongs to every man and woman everywhere who has had faith in democracy and hope in a world of peace and justice. We the living who control the destiny of America today are the heirs of a great inheritance from men who lived and from men who died to make men free. What they meant by America is what I would wish to mean by America. And for that America I am willing to fight. And I am the more willing to fight because if I know anything I know that that America, the America we love, has small chance of surviving the tyranny and chaos which everywhere advances unless those who love America make it plain that they are willing and ready to fight.

If something like this is the answer which will be given in the coming weeks and months by the American people, then I for one am completely willing to trust our leaders, whoever they may be at any time, in the White House, in the State Department and in Congress to decide exactly where and when and how the American people shall take their stand at Armageddon.

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*James Monroe*



# AMERICA AND THE WORLD

by Walter Lippmann

**T**he hour of our destiny has come and we are living in the most fateful time since the first colonists settled upon the American continent. For the power to preserve the order of the world in which the American nations were born and have flourished is shaken to its very foundations both in Europe and in Asia. The free nations are stricken. Even if they survive, they can no longer hope by themselves to restore and reconstitute the ordered life that Americans have known.

To our unready and unwilling hands there has been confided the task of maintaining a seat of order and of freedom — of establishing a citadel so strong in its defenses that by our own example the world can eventually be redeemed and pacified and made whole again. This is the American destiny. Either we shall fulfill that destiny or the world we have lived in will perish beyond hope of an early or an easy resurrection.

For a hundred years those who could see into the future have prophesied that it was the mission of the Americas to make themselves the invulnerable center of liberty. While Europe, said Jefferson, "is laboring to become the domicile of despotism, our endeavor should surely be to make our hemisphere that of freedom." As we contemplate the heavy task which fate has imposed upon us, we must pray that we be given once more in our hour of need the foresight, the wisdom, and the courage of the men who founded the American Republic. With infinitely smaller physical resources than we possess, but with a clearer vision than we have kept, they founded the Republic and made it independent. We have now to preserve what they achieved. But this we shall be able to do only if we understand again what our costly system of miseducation has concealed from

Our generation does not understand the place of America in the great scheme of things. Our generation does not understand the history or the geography of America. For that reason it is unprepared for the responsibility which destiny has now placed upon it. Yet we have had ample warning. This is the second time within the memory of most of us that the American people have been involved in the tragic consequences of a world war. We have been more unprepared for the second involvement than we were for the first involvement. For in these twenty years a swarm of misguided zealots have taught the people to think that by remembering the solemn injunctions of Washington's Farewell Address and doing nothing else, American independence was secure.

Nothing could be further from the historical truth. Nothing could be more utterly misleading to our generation than the notion that the American people enjoyed a century of isolation from the wars of Europe because George Washington advised them against entanglements in Europe. The plain fact of the matter is that the century of American isolation did not begin until nearly twenty-five years after the death of George Washington. Words, even the words of the Father of his Country, do not govern events. Within two years of the delivery of the Farewell Address the American people were mobilized for war with Napoleon Bonaparte, and Washington himself was called from retirement to take command. Within sixteen years of the delivery of that address the American people were so deeply involved in the Napoleonic wars that a foreign army

In a challenging estimate written for LIFE's special April 1939, Walter Lippmann points to the ancient world, what the modern world, America is to be. Sooner even than Prophet writes in this article, "The

not only invaded the United States but burned the Capitol in Washington.

The injunction against "interweaving our destiny with that of any part of Europe" expressed the American ideal and laid down a principle of policy. But the expression of the ideal and the declaration of the principle did not in themselves give this country the isolation it enjoyed before 1914. What gave this country the isolation it enjoyed in the 19th Century was the statesmanship of Jefferson, Adams, Madison and Monroe on this side of the Atlantic and of men like Canning on the other side. The United States achieved an independence of European politics during the twenty years between Jefferson's purchase of Louisiana, in 1803, and Monroe's decision, in 1823, to act upon provocations between Richard Rush, the American minister in London, and George Canning, the British Secretary of State. American independence of the world did not exist in the two centuries before 1803, and it has not existed in the century

s in 'general so badly taught in this  
as are astonished to learn that what we  
King William's War (1689-1697) was  
f the League of Augsburg; that what  
s War (1701-1713) was the War of the  
hat what we call King George's War  
(1744-1748) ~~was the~~ War of the Austrian Succession; that  
what we call the French and Indian War (1755-1763) was  
the Seven Years' War, that the War of American Independ-  
ence (1775-1783) was also an Anglo-French war which ended  
in the Treaty of Versailles; that in the wars of the French  
Revolution and of Napoleon we were almost at war with  
France in 1798 and very much at war with England in 1812.

Yet the fact that Americans had been involved some six or seven times in the wars of Europe was not only well known to Washington and the other Founders, it was the very thing which caused them to adopt a policy for the purpose of disentangling the United States from the rivalries of Europe.

Never did they entertain the idea that this hemisphere is isolated from Europe by the Atlantic Ocean. The fleets and armies of Europe had crossed the ocean too often within their own experience to allow them to indulge in such a comfortable complacency. The American founding fathers knew quite well that if the destiny of America was to be separated from the European political system, they would have to make sure that both sides of the ocean were controlled by nations which were too weak to disturb us, or by nations which had a vital interest of their own in not disturbing us. That was the policy which they began to pursue in 1798 and accomplished in 1823, and to the successful diplomacy of those twenty-five years this whole hemisphere owes nearly a century of independence.

If we will take the trouble to read our own history we shall know that the kind of isolation which we enjoyed until 1914 and which we rightly cherish today is not the product, not of geography, but of our own making. Up. There

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In a challenging estimate of *The American Destiny*, written for LIFE's special America's Future issue of June 5, 1939, Walter Lippmann prophesied: "What Rome was to the ancient world, what Great Britain has been to the modern world, America is to be to the world of tomorrow." Sooner even than Prophet Lippmann foresaw, as he now writes in this article, "The hour of our destiny has come."

EXT PAGE



sighted and bold statesmanship in the period between 1798 and 1823.

The effort began with the insistence of Jefferson that Louisiana, then a possession of Spain, must not be ceded to Napoleon. For, as he put it, while "Spain might have retained it quietly for years" owing to "her pacific disposition" and "her feeble state," Napoleonic France would by "the impetuosity of her temper, the energy and restlessness of her character" be a source of "eternal friction," and by the presence of such a neighbor we should be driven to do what we seek to avoid, to make a permanent alliance, "to marry ourselves to the British fleet and nation."

Napoleon, because he had his hands full in Europe, was persuaded to sell Louisiana. By this purchase, which might not have been so easily made in other circumstances, Jefferson excluded from this hemisphere any base for the conquering revolutionary imperialism of Bonaparte. He relied not upon the width of the ocean, let us note, but upon the breadth of his diplomatic insight. Because he had clarity of vision he acted before the peril of an "eternal friction" was established in this hemisphere.

This was the first great accomplishment in an effort which covered another twenty years to make secure American independence. The next decisive phase arrived when Napoleon in 1808 overthrew the legitimate government of Spain and placed his brother Joseph on the throne. As soon as the news reached the Spanish colonies of South America, there was a revolution and the South Americans declared their independence. That was all very well while Europe was at war. But once the war was over, a very strong movement began on the continent to help Spain reconquer her American colonies. At the same time Russia began to extend her power down from Alaska along the Pacific Coast.

Within a few years of the close of the great wars of Napoleon, the United States was threatened on both sides by the imperialism of the victorious powers of continental Europe. It was in these circumstances that the Americans began to negotiate with the British, Rush with Canning, and in those negotiations it developed that Britain for her own reasons and the United States for its own reasons had a common interest in excluding any new imperialism from this hemisphere. The reasons were obvious: each had a vital interest in not having as a near neighbor in this hemisphere any other power which could compel it to maintain large armies and a great fleet.

The question presented by Canning through Rush to President Monroe was whether in co-operating with Britain he was entangling himself in the politics of Europe. Before making his decision, Monroe consulted Jefferson who was living at Monticello. It was a grave decision to make. The Americans were then a small nation. The acceptance of the proposal to resist the Holy Alliance might well have meant a war for the defense of this hemisphere against the continent of Europe. Jefferson advised Monroe to accept the proposition because, he said, "I am clearly of Mr. Canning's opinion that it will prevent instead of provoking war. With Great Britain withdrawn from their scale and shifted into that of our two continents, all Europe combined could not undertake such a war, for how would they propose to get at either enemy without superior fleets? Nor is the occasion to be slighted which this proposition offers of declaring our protest against the atrocious violations of the rights of nations by the interference of any one in the internal affairs of another, so flagitiously begun by Bonaparte, and now confirmed by the equally lawless Alliance calling itself Holy."

This was the origin of the Monroe Doctrine. This policy, as Jefferson and Monroe and Madison saw so clearly, depended upon the supremacy of the combined fleets of Britain and America in the Atlantic Ocean. The Doctrine, though not an alliance with Great Britain, was a joint and parallel policy in this hemisphere. By the adoption of this policy, the United States maintained successfully for nearly a hundred years a splendid and very inexpensive isolation.

The policy worked so well that generations of Americans forgot its historical origins and lost sight of its practical foundations. They grew up in the belief that they owed their isolation to the geography of this hemisphere when as a matter of fact they owed it to the diplomacy of Jefferson, Canning, and Monroe. They forgot that the only period of isolation that this hemisphere has known, since it was discovered by Columbus, was from 1823 to 1914—a period of about ninety years out of four hundred and fifty years. They forgot that since the first English-speaking settlers came to Virginia and Massachusetts there have been seven great wars, not counting the present war; that Americans have fought in all these wars; that all these wars have been fought in this as well as in the other hemisphere. They forgot that the only period of isolation and non-involvement which Americans have enjoyed, if we allow ourselves to ignore the affair of the Emperor Maximilian in Mexico, was in the ninety years which ended in 1914.

CONTINUED ON PAGE 106



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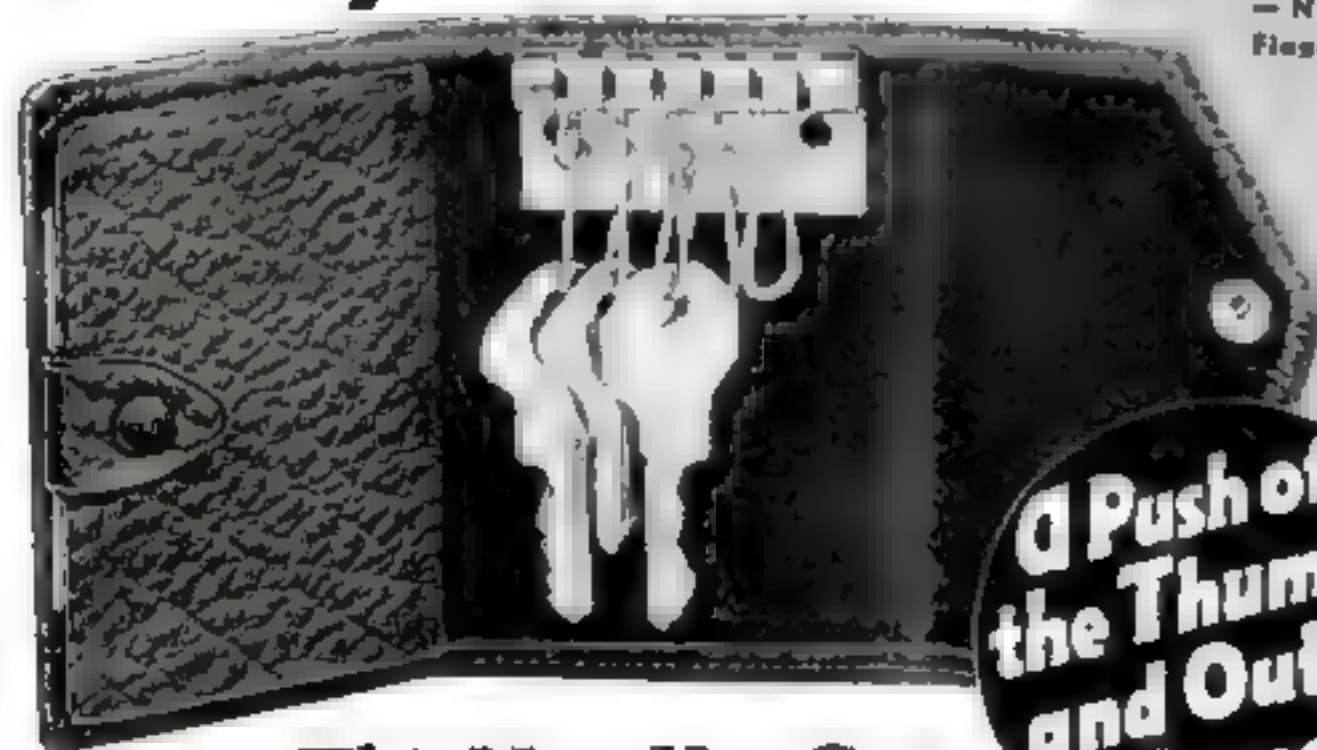
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**A Push of  
the Thumb—  
and Out It  
Comes!**

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## AMERICA AND THE WORLD (continued)

During those ninety years there was no great European war in which we could have become involved! For during those ninety years the control of the seas was never challenged. During those ninety years there were local European wars fought by Europeans alone, and there were local American wars fought, with the exception of our war with Spain, only by Americans. The only period of isolation we have ever enjoyed was in the comparatively short period when there was no great war for the mastery of the world. Since 1914 there are again great wars for the mastery of the world, just as there were great wars in the period before 1814. We were involved in all the wars before 1814. We were involved in the war which began in 1914 and, whatever we do, we are obviously involved in the present war.

This is our history. It is manifest that in seeking to separate ourselves from the great wars of Europe, we cannot rely upon the Atlantic Ocean. It has never been a barrier to involvement in war. Our geography books are as misleading as our history books. They show us maps of the Western Hemisphere in which North and South America lie isolated between two oceans that are as wide as the map itself. Because the maps do not show the land and the harbors on the other sides of these two oceans, our people have been miseducated to think that the oceans are an impregnable barrier.

Oceans are not a barrier. They are a highway. Across the oceans all the empires of modern times have gone forth and have conquered: the Spaniards and the Portuguese and the Dutch and the Germans and the Japanese and the French and the British. Across the oceans we ourselves have gone, establishing ourselves by sea communication in Alaska, in China, in Hawaii, in the Philippines.

The fact of the matter is that an ocean is no barrier at all unless both sides of it are ruled by friendly or by weak powers. In fact, it is harder to police a great ocean frontier than it is to police a land frontier. The line, for example, of the so-called Panama Safety Zone, which extends only from Nova Scotia to Puget Sound, is over 15,000 miles long and encloses 12,715,900 square miles of salt water. It does not include Alaska, much less Hawaii, much less Guam and the Philippines. In patrolling and defending a frontier of that magnitude it is impossible to station ships and airplanes all along it.

Such a frontier can be defended only on two conditions: the first is that no combination of European and Asiatic navies will outmatch the American Navy; the second is that the whole hemisphere is prepared to suppress an uprising and invasion of the Norwegian type. Otherwise foreign conquerors can establish themselves in this hemisphere by treacherous revolution and then with their naval and airpower they can prevent us, as they prevented the British in Norway, from suppressing the revolutionary invasion. Unless both shores of a great ocean are in friendly hands—the bigger the ocean, the harder it is to defend it against the modern invader.

The Germans have a very small seacoast. They have defended it successfully against the greatest navies in Europe. The Chinese have an immense sea coast which they have not been able to defend because the Japanese control the western Pacific Ocean. So we have been deluding ourselves when we have looked upon a vast expanse of salt water as if it were a super-Maginot Line. The ocean is a highway for those who control it.

For that reason every war which involves the dominion of the seas is a world war in which America is inescapably involved. All the wars which preceded our short period of isolation were, from our point of view, wars for the mastery of the seas by means of the domination of Europe. We enjoyed isolation in the extraordinary century between the fall of Napoleon and the first invasion of Belgium. We enjoyed this isolation because the dominion of the seas was in hands friendly to the Americas, and the dominion was unchallenged. In that century of our isolation Britannia ruled the waves and we upheld the Monroe Doctrine. The independence of the Americas was a British as well as an American policy and the isolation of this hemisphere was secure. Since 1914 the British command of the seas has been gravely challenged, and the period of our splendid isolation has ended.

Whatever is about to happen in Europe and Asia the hour has come when we face the prospect of living alone in a hemisphere of weak states amidst a world of gigantic conquering military states. Within the orbit of our influence and our interests from Alaska to the Netherlands Indies and from Canada to Brazil lie lands whose natural wealth is surpassed only by their small populations and feeble defenses. Overseas in Asia and in Europe there are great military peoples living on crowded lands, governed by conquerors, armed to the teeth, and within sight of victory.

This, then, is the hour of our destiny when it will be decided how much of our great inheritance we are able and willing to defend.





## Five Great Whiskies *Wedded* into One!



Each of these five decanters holds a rare whiskey treasure. Note the age of each... from 4 to 11 years old! Observe that each is prized for a single distinctive quality.

If you could taste a few amber drops from any one of these five decanters, you would be delighted. But *still* you'd be miss-

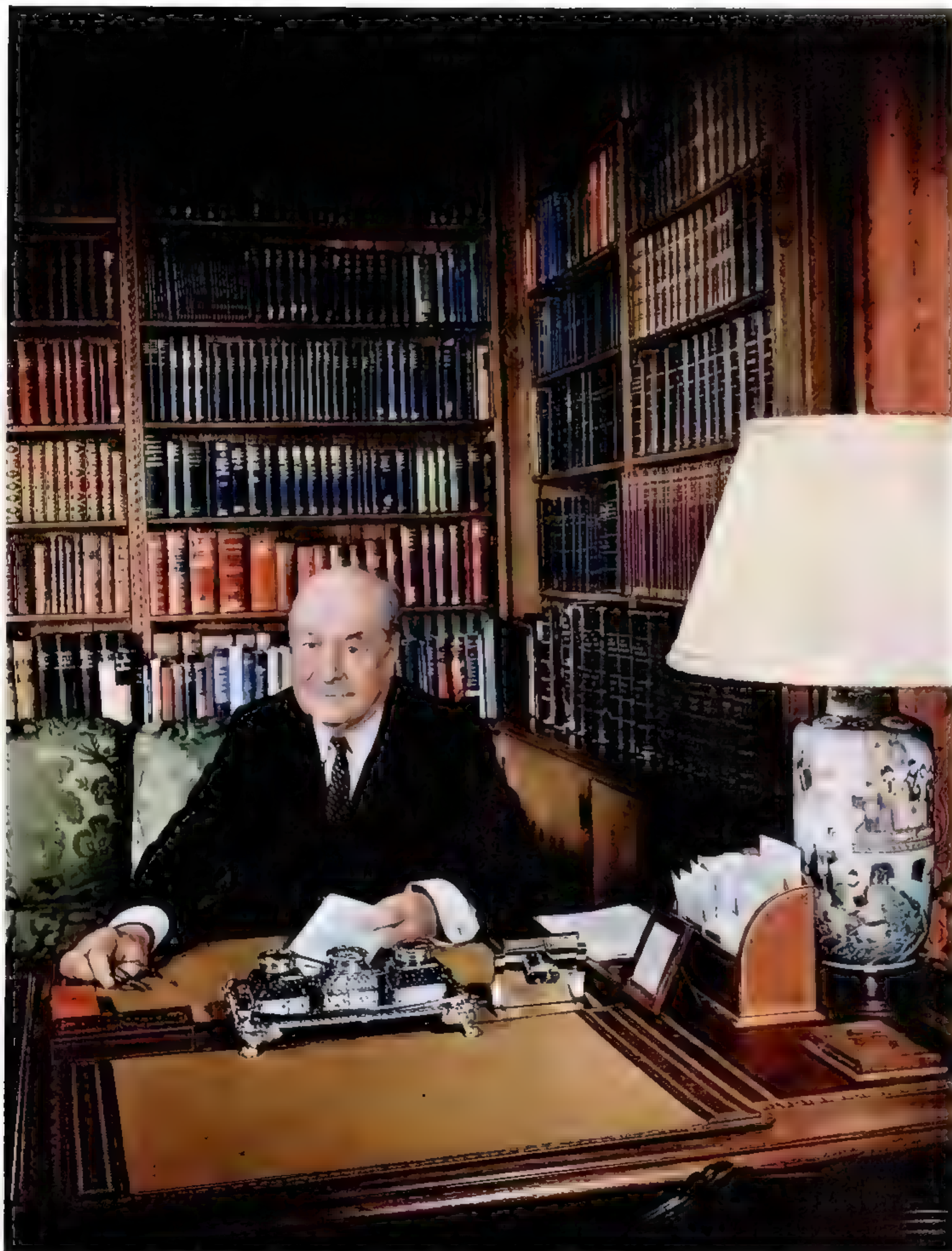
ing the distinguished qualities of the other four. For it takes all five of these choice, aged whiskies—to bring you the most complete enjoyment possible in a whiskey. Only in *Golden Wedding*—which is *all* whiskey—can you experience this five-fold taste. Serve some to your guests tonight.

A BLEND OF STRAIGHT WHISKIES—90 PROOF. As you prefer—in Bourbon or Rye. The straight whiskies in *Golden Wedding* are 4 years or more old. 11%, one straight whiskey 5 years old. 2%, one straight whiskey 6 years old. 1%, one straight whiskey 11 years old. 86%, two straight whiskies 4 years old. Copyright 1940, Jos. S. Finch & Co., Inc., Schenley, Pa.

# Golden Wedding







**Nicholas Murray Butler**, at his desk in the library at 60 Morningside Drive, dictates the affairs of Columbia University, his endless correspondence with the great the world

over, and, currently, his memoirs *Across the Busy Years*. On the shelf above his right shoulder is *Who's Who in America*, in which his name is followed by an entry 8¾ in-

long, third longest in the book. Marching up the stacks and across eight full shelves at right are his 22 books, and more than 60 volumes of his public papers and addresses.



# A GREAT INTERNATIONALIST LOOKS AT THE WAR

## DR. BUTLER'S HOPES FOR PEACE TURN TO ASHES AT LOUVAIN

"Our civilization has been put back to the point where the ancient Roman civilization was when it was challenged and attacked by Alaric the Goth and Attila the Hun. We have our 20th Century Alaric and our 20th Century Attila."

These are the bitter words of 78-year-old Nicholas Murray Butler, president of Columbia University. The news last week brought this great American internationalist the most grievous shock of the war. The library of the University of Louvain, which he helped rebuild from its ruins after the last war, had once more been destroyed and its 700,000 volumes burned, as the German Army swept a second time through Belgium.

During the last four decades, President Butler has built Columbia from a small urban university with 5,000 students to a national institution with 31,000. But in those years he has pursued an even more honored career as ambassador for world peace. On his annual pilgrimages abroad, as president of the Carnegie Endowment for International Peace, he has collected more ribbons and degrees and consulted

more of the world's statesmen, scholars, diplomats, bishops and princes than any other man in our time. The monument to his efforts is the Kellogg Pact to outlaw war, signed by 63 nations. This pact he conceived at the depth of U. S. isolationism, in 1927, and sold to this country and the world almost singlehanded.

Dr. Butler, in World War I, was one of the first U. S. citizens to declare his Allied sympathies. "Today," he says, "it is clear that everything for which the democratic nations fought in the Great War, and for which they made such appalling sacrifices of life and savings, has been lost."

To American isolationists, his lifelong antagonists, he says: "It is usual to speak of a European war and then for many to add that such a war can be no concern of ours. But the present conflict is a world war. Governments on at least two continents are engaged in that type of assault, of arson and of murder which is euphemistically called war. The issue is between two types of civilization, two types of life, two ideals of government and social order.

That conflict, if settled against us, will put the world back for generations to come, if settled for us . . . we may be able to . . . call back true Liberalism to its place of control in a progressive and peaceful world."

Of Germany, Dr. Butler, who knew Bismarck and was for many years a confidant of the Kaiser, now sadly declares: "The great German people has been reduced as no great people has ever before been reduced in all history, to a position where only barbarians should be found."

Of the future outcome he says: "This is a despot's war, and when it is over there will not be so many despots."



LOUVAIN LIBRARY IN 1920



The Butlers at home live in simple elegance, dress for dinner, have coffee in the library afterward. Since 1907, Dr. and Mrs. Butler, who was Kate La Montagne of New York,

have been America's most important host and hostess. Two generations of Europe's greatest names are signed in the guest books of their splendid house, at 60 Morningside

Drive, and are autographed on the pictures that decorate the library shelves. Today their quiet evenings are harried by the war news, tuned in on their portable radio (left).



# MAINE

IS EVERY ONE'S  
VACATIONLAND

↓ You can have whatever kind of vacation your heart desires in Maine. For this great state was especially planned by Nature to be a perfect vacationland.

Here, 25,000 miles of good roads lead to mountains, lakes, streams and the seashore. You can swim, fish and sail in fresh or salt water. Ride, camp, canoe in fragrant forests of birch and pine. Play golf and tennis amid scenes of wild grandeur. You'll find the kind of vacation you've dreamed of in Maine!

Because of the many splendid vacation opportunities offered by this state—you get more for your money in Maine! In addition to fine hotels, inns and sporting camps, there are many inexpensive stopping places where you can stay in modest comfort. Mail the coupon today.



HAVE THE TIME OF YOUR LIFE IN MAINE!

MAINE DEVELOPMENT COMMISSION  
Tourist Service, 613 St. John St.  
Portland, Maine

FREE BOOKLET

Please send me the new illustrated Official Maine Vacation Guide for 1940.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
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## FIRST AID FOR THAT HEADACHE!

Relieve that nerve-racking headache promptly with "BC". This quick-acting remedy dissolves rapidly and relieves in a hurry. Use as directed on package. If pains persist always consult a physician. On sale everywhere—10¢ and 25¢.

FREE TRIAL: For free sample, write B. C. REMEDY CO., Dept. L-14, 551 Fifth Avenue, New York City.

Quick, Comforting Relief with  
**"BC"**

Relieves headaches, neuralgia, muscular aches and functional periodic pains.



## NICHOLAS MURRAY BUTLER (continued)



Royal chairs, in the Butlers' upstairs drawing room, were used by King George and Queen Elizabeth at Columbia University reception during their U. S. visit last year.



President Roosevelt's foreign policy has Dr. Butler's enthusiastic endorsement.



King & Queen added their autographed photograph to Dr. Butler's collection.



Sir Austen Chamberlain, former Foreign Secretary, often consulted Dr. Butler.



Mussolini had many friendly arguments with Dr. Butler on the sums of Fascism.



Dr. Butler's works, from 1887 paper on War of 1812 to *Why War?*, published in March, embrace the fields of politics, education and history, range from treatise to homily.

# Marlin

HIGH SPEED  
**BLADES**  
TWENTY FOR 25¢

SINGLE EDGE  
15 for 25¢

MORE CLEAN SHAVES FOR YOUR MONEY! BUY THEM AT OUR RISK. Money back if not Satisfied!

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THE MARLIN FIREARMS COMPANY  
NEW HAVEN, CONN.

## Surprise

A DRAWERFUL OF  
HANDKERCHIEFS

He never had enough of them until his wife discovered these big, pure white All American Cotton Handkerchiefs! Steer—soft and smooth. Neatly hemmed. Man sized for a good day's work or play. Inexpensive. At all good stores.

**ALL AMERICAN HANDKERCHIEFS**

Genuine Hand Woven

**Huaraches**  
OLD MEXICO  
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ALL SIZES  
WHITE OR NATURAL TAN

POSTPAID IN U.S.A.  
C.O.D., CHECK, OR MONEY ORDER  
**GIVEN BROS. SHOE CO.**  
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USE **PEDIMOLL**  
THOUSANDS SAY WON IT! Amazing VANISHING CREME—NON GREASY—NO STAIN. QUICKLY RELIEVES TINGLE, ACHES, BURNING, SWOLLEN FEET, CORNS, CALLOUSES, BUNIONS, Athlete's Foot. MOST SKIN IRRITATIONS, MUSCULAR SORENESS. TRY IT—YOU'LL BE DELIGHTED—IF NOT—MONEY REFUNDED. REGULAR SIZE 30—ECONOMY SIZE \$1.00. Get PEDIMOLL today at your nearest  
**LIGGETT DRUG STORE**  
OR THE PACIFIC COAST AT ANY  
**OWL DRUG STORE**  
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GET into this fast growing new profit field with the motor scooter that sets the **POWELL STREAMLINERS** are selling because they earn money in messenger, parcel delivery, rental service because they provide extremely cheap personal transportation. Sturdy reliable, beautiful. Many ridden over 40,000 miles a year. 2 1/2 H.P. 4-cycle engine. 35 miles per hour, 100 m. per gallon. Parcel Carrier and Sidecar models. Write today for free literature and Distributor Franchise or Dealership details. Powell Manufacturing Co., Los Angeles, California, Dept. L-2.





## Number One news spot in the U. S. A.

### "ALL IN!"

It is the voice of Bill Donaldson, Superintendent of the House press gallery. Every Friday morning at 10:30 and Tuesday afternoon at 4, that familiar call resounds through the oval inner room of the White House executive offices.

And with these two words, as free of ceremony as the shout of a subway guard, proclamation is made that the accredited correspondents of the nation's newspapers—75 to 200 strong—will now proceed to question the President of the United States.

► Let no foreign newspaperman suppose (and several of them are usually present) that the absence of fanfare implies any lack of seriousness. Not these days.

The front row may occasionally relieve the tension with a jest, but for the most part the problems of the hour are too harsh and dire for anything but the gravest faces, the most searching and genuine thoughtfulness on both sides of that famous, gadget-laden desk.

Number One news spot in the U. S. A.? Yes, and in this portentous year of 1940, it may well be more than that. For this year, a World War and an American presidential election cross each other's paths—a meeting more weighted with destiny than any conjunction of planets.

► Third term possibilities...changes in defense plans...developments in foreign policy...no newsman can go through these doors now without feeling that he may come out with a story for the history books.

Not always have the Presidential doors swung open to correspondents. It was Theodore Roosevelt who first saw the possibilities in the little group of White House gate-watchers. One rainy day soon after the assassin's bullet had catapulted him into the Presidency, he called them in, gave them an anteroom of their own, and established the custom of face-to-face questioning of President by press.

This journalistic questioning has really become

part of the American governmental process. It means that Democracy gets more than lip service between elections. It means that it is somebody's regular job to report to the stockholders of U. S. A., Inc. what their chief has on his mind. Extended to all other public servants in Washington, it means that the citizen learns what the government is doing, and the government learns what the citizen is thinking.

► White House coverage, of course, is only a fraction of the complicated Washington assignment. The queer little political island of D. C. is dotted with news sources. There is the Senate, which can (and has) upset the Presidential foreign affairs apple cart. There is the House, which must untie the purse strings for every Presidential project. There is the Supreme Court, which can topple his legislation after it's all signed, sealed, and delivered. And the Executive Departments... and the 79 independent administrative agencies... and the foreign embassies and legations... all gushing news from time to time faster than the White House itself.

It's no job for an amateur—and there are no amateurs in the Washington correspondent corps. Many have been foreign correspondents in important European capitals, editorial writers on great metropolitan papers, managing editors or city editors. Many write books, magazine articles, syndicated columns. Though their median age is only 37, every one has proved himself on some lesser firing line. And they are paid accordingly... \$25,000 for the tops, \$6000 for the average.

► No other group in Washington is their superior in intelligence. None has fewer axes to grind, fewer oxen to be gored. And few men, even in public office, have deeper responsibilities to the people.

Together with TIME's own Washington staff of eleven, these men supply the rich harvest of news from which the Newsmagazine extracts the most significant kernels.

Because the Presidency is the hub

around which the nation revolves, TIME has always accorded lead-off position to what is virtually a diary for the President. No week of his life is unimportant, and TIME readers always know what he has done with it. And they know, too, every noteworthy event in the other departments of the government, for the Presidential "diary" is followed by a review of all Washington during a week of the nation's political history.

► One integrated, dramatic story... this is what TIME creates out of the two million words that pour forth from the city by the Potomac each week. Every piece of vital news is fitted into every other piece... out of the week's haze of details emerges a clear, consistent, meaningful picture.

Democratic government will survive in this unfriendly world if the electorate knows and cares what its public servants are doing... faces its democratic decisions with an informed understanding. TIME takes the responsibility for seeing that a most influential section of the electorate knows, cares, and understands.

This is one of a series of advertisements in which the Editors of TIME hope to give all the readers of LIFE a clearer picture of the world of news-gathering, news-writing, and news-reading—and the part TIME plays in helping you to grasp, measure, and use the history of your lifetime as you live the story of your life.



# TIME

— THE WEEKLY NEWSMAGAZINE





Dublin's Horse Show, held in August, will go on as usual this year even if Adolf Hitler gets to Eire. A hun-

dred thousand people watch it for five days. Hounds of the Ballymacod Hunt (above) are among world's best.

## *Europeans Still Have Fun* War or no war, they indulge their strange diversions

In national blocs, Europeans get along together badly. Individually, they get along together very well. In fact, with much less machinery for the purpose they often seem to enjoy life more than people in the U. S., which is one reason why, in peacetime, Americans like to go there.

Europeans' methods of having fun differ. While like most other humans, they all enjoy love-making, eating, drinking and splashing in the water, they are also addicted to such pastimes as fox-hunting and swan-upping (English), czarfas-hopping (Hungarian), tandem-cycling (French) and vodeling (Swiss). The most noteworthy fact about European fun in general is that it is inexpensive. Beer is consumed in enormous quantities. Wine is a staple instead of a luxury. The automobile is still a toy for the upper classes in most of Europe but distances are generally short. People do not feel put upon if they have to ride bicycles or even walk. Whereas almost no one in Europe maintains a private

airplane for amusement, almost everyone gets maximum pleasure out of such primitive pastimes as digging, talking or merely looking around.

The idea that Europe is currently in flames should not be taken altogether literally. The fact is that despite the marching of armies, the bombings of cities and the killing of all sorts of people, millions of Europe's denizens are still pursuing more or less normal lives. Europeans find it impossible to do work of any kind without a generous quota of simple recreation. Consequently, the pursuit of pleasure accompanies the pursuit of war. Continental countries which are not in the war zone do not let the war impede their fun any more than the U. S. does.

Psychiatrists see a connection between Europe's fun and Europe's wars. Europeans apparently direct their hatreds at other countries rather than at other individuals so that, when not killing themselves en masse, their good humor is proportionately more noticeable.



Swan-Uping on the Thames is a characteristic English ceremony, dating back to 1340. Wardens row up

river, catch young swans and tuck their bills to show to whom they belong. Swans then resume swimming.





**Hyde Park couples** rarely bother to disguise their feelings. When tired of petting, they can listen to the free oratory.



**Bois de Boulogne couples**, like those in Berlin or Central Park, enjoy drifting about in rowboats along leafy banks.



**Cannes couples** sturdily maintain beside the strategically important Mediterranean a languid aristocracy of sunburn.



**Brighton picnickers** lunch on the lee side of stranded fishing boat. Celebrated Brighton sand is really rock-strewn gravel. Days are usually dull and water is too cold for swimming.



**Parisian picnickers** pedal into country on a tandem bicycle. A lunch bag over the rear wheel contains a bottle of good wine. French wives generally refrain from back-seat driving.



**Spring skier** in Göteborg, Sweden does not permit war news to interrupt sliding. St. Moritz season, however, was mediocre.



**Poking head down a fox hole** is the English idea of first-rate spectator sport. The fox rarely takes unfair advantage.



**Bren Gun game** in Brighton slot-machine arcade shows war contribution to European sporting life. Penny buys ten shots.



# pink clover



Gay, clear fragrance of dewy clover fields at dawn captured in a refreshing sequence of beauty luxuries.

Perfume . . 5.00, 1.00	Face Powder . . 1.00
Cologne . . . . 1.00	Vanity Case . . . 1.50
Bath Powder . . 1.00	Lipstick . . . . . 1.00
Bathsheen . . . 1.00	Talcum Sachet . 1.00
Talcum . . . . . .50	Soap . . . . . .35, .50
Toilet Water . . 2.00	



*Harriet Hubbard Ayer*

NEW YORK LONDON MONTREAL PARIS



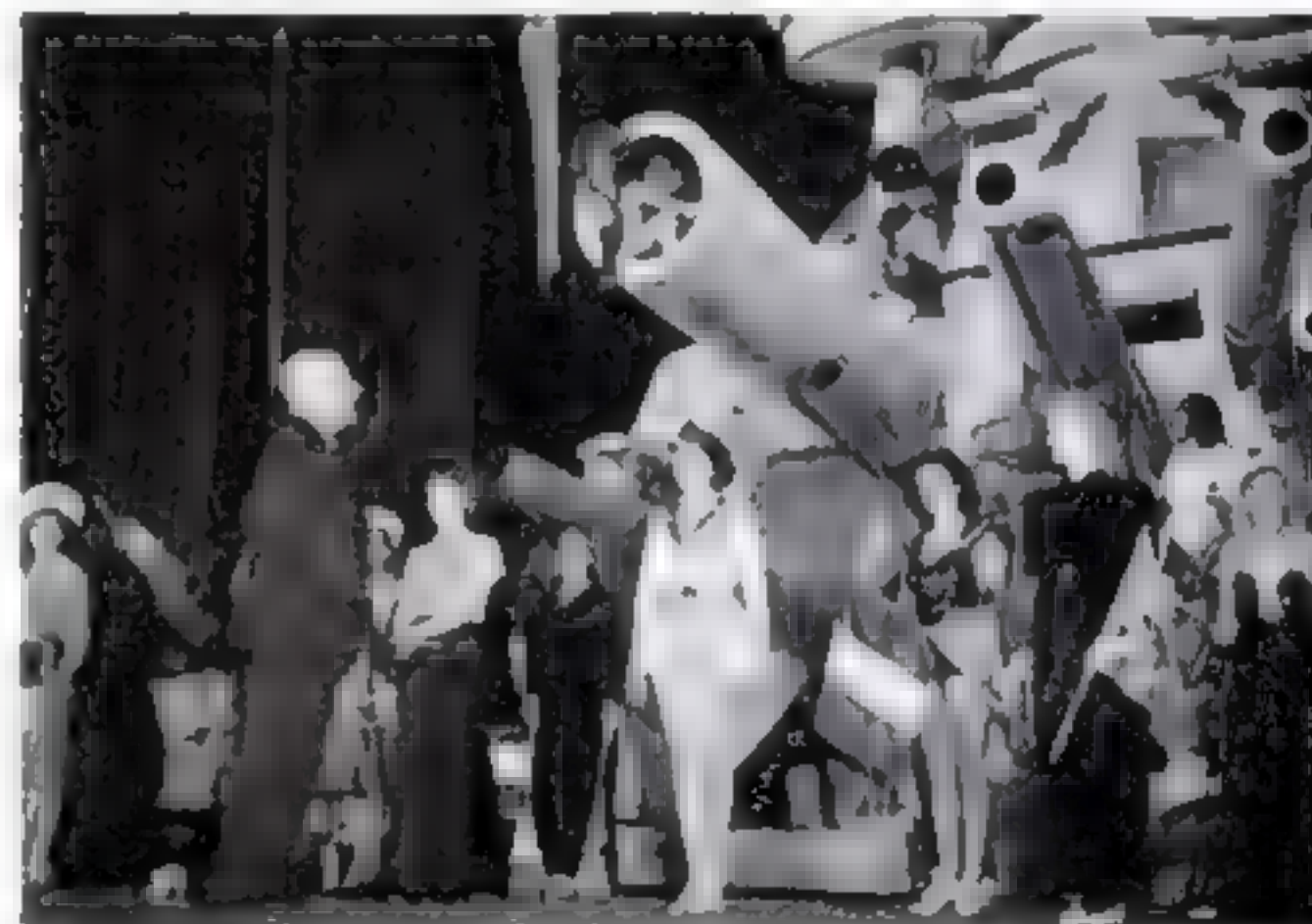
BUDAPEST LIKES NAKED GIRLS



LONDONERS LIKE CIRCUS STUNTS



Press Ball in Berlin calls forth a happy chorus in top hats. Patrons of European fun spots, unlike those in the U. S., know little about the war and rarely discuss it.



The Casino de Paris show is headlined by a topical revue called *The Allies*, here being rehearsed. The girls lined up under the guns carry tricolors and Union Jacks.

OFFICERS STILL LIKE TO DANCE IN LONDON (LEFT) AND BERLIN (RIGHT)







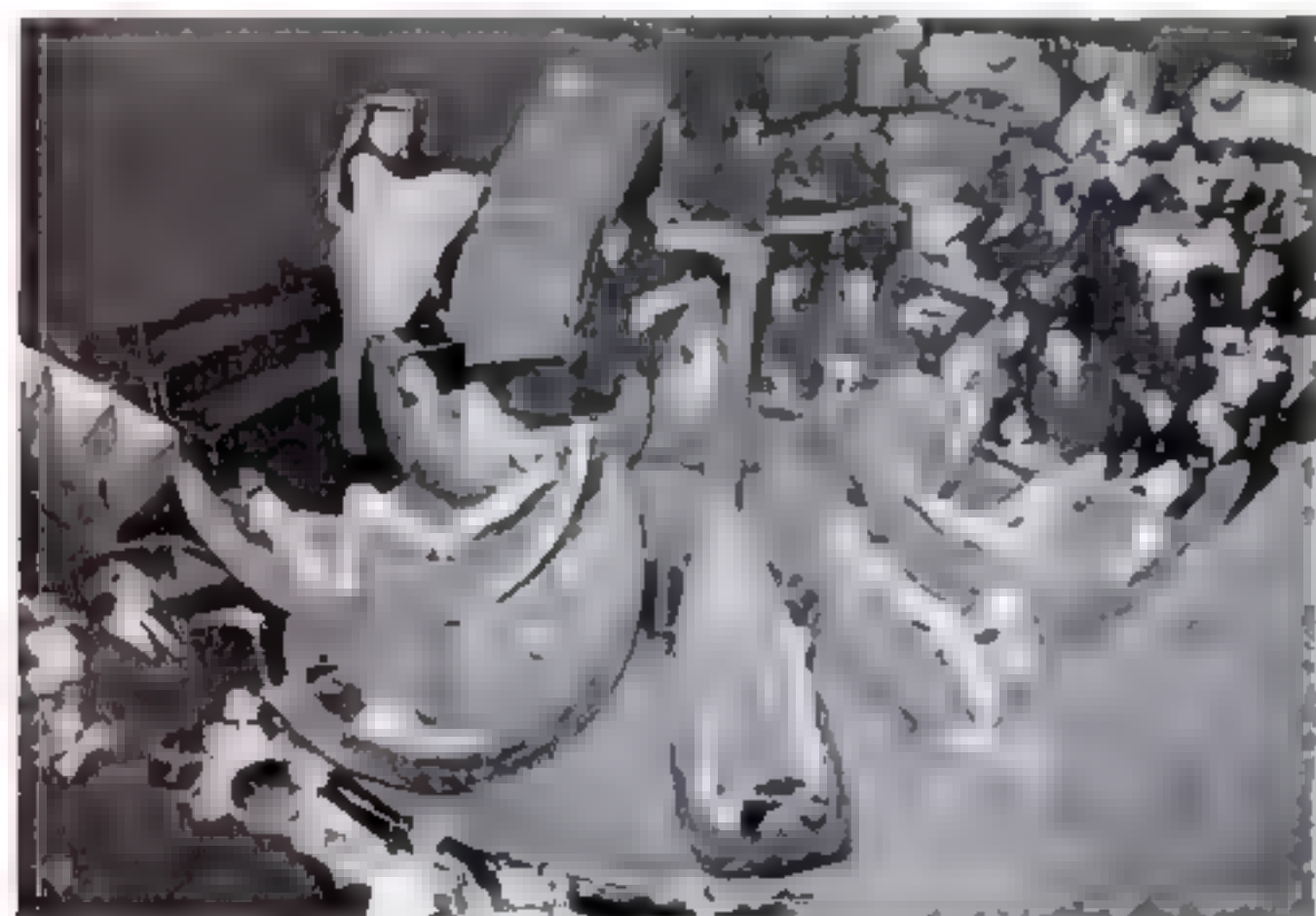
IN PARIS, GIRLS WEAR MESH



COPENHAGEN CAN STILL CAN-CAN



Berlin's huge Haus Vaterland draws hordes of German tourists. It has five floors, 800 waiters, five orchestras, 20 rooms each decorated in a distinct provincial style.



Budapest cafe society has long shown strange fondness for chorus girls kicking legs on melon slices. Wars may come and Hungary may go but melon girls will remain.

BUDAPEST GIGOLO DANCES SOLEMNLY, SCOTTISH HIGHLANDER YELLS IN REEL



# TAN

## BEAUTIFULLY WITHOUT BURNING



Here's a marvelous scientific product, SKOL, that actually filters out those rays of the sun that cause blisters and ugly, painful redness.

● Skol lets you tan comfortably, beautifully, even if you are blond. Made after a formula originally developed in Sweden for snow burn, Skol is now used on beaches in 25 countries.

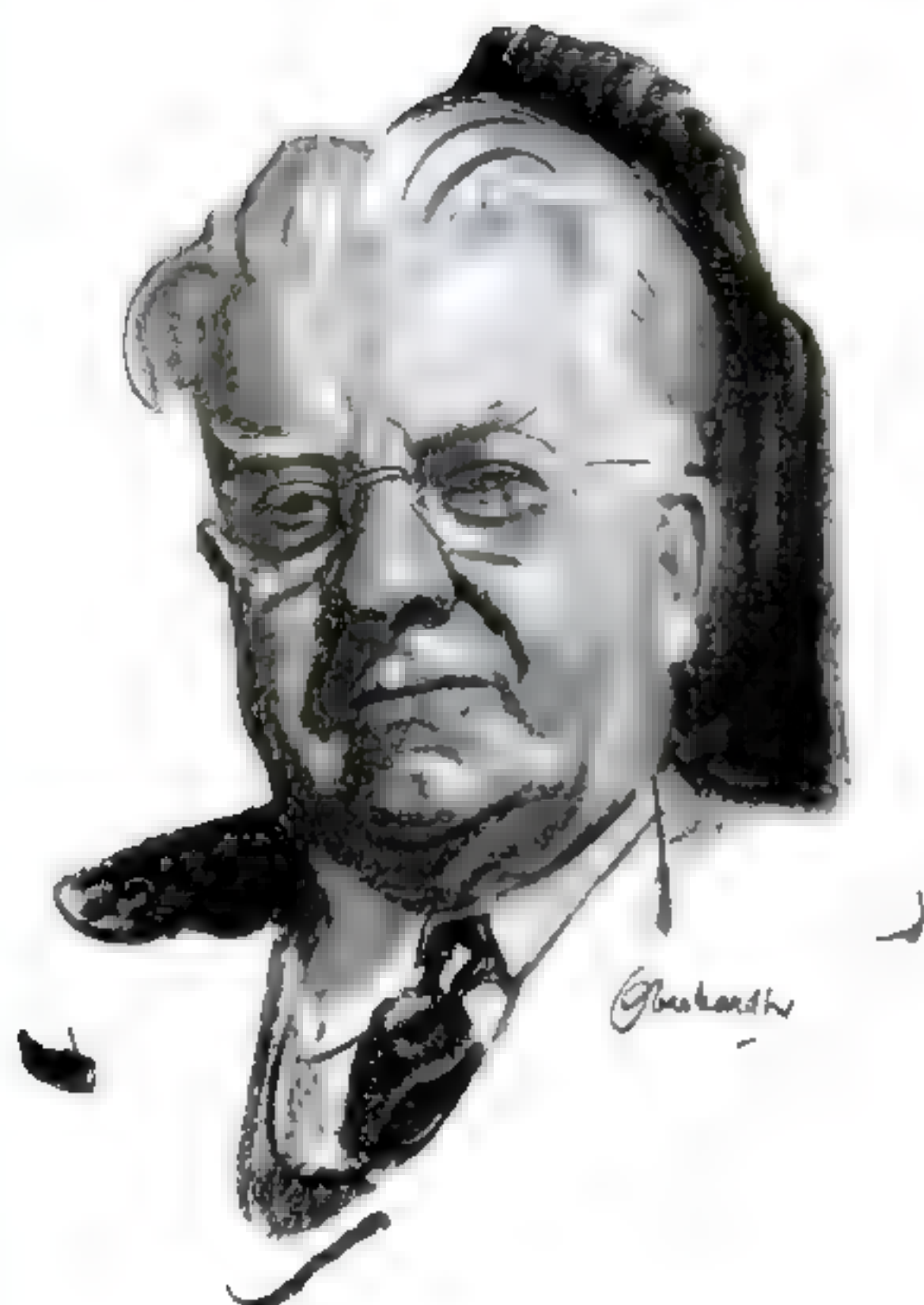
Be sure to apply Skol before you go out in the sun and again after each swim! It's not greasy, doesn't show, won't pick up sand. Skol Company, Inc., New York.

# SKOL



NOT OILY  
NOT GREASY





## Judge of Character

Only one man from the county had ever been sentenced to be hanged, and he had it coming to him. When the prisoner turned from the bar of justice, tears filled his eyes, as he sobbed "It ain't me I'm sorry for, it's Judge Renfrew" . . . he feels worse about this than I do."

Unless you had known the judge, you might take that story with a grain of salt. The fact was that the Judge always felt he was sitting in judgment, not on men but on society . . . himself included . . . which had by heredity and environment shaped that man's life to that particular end.

Character implies an ability to meet the ordinary demands of life a little better than would be expected. But the true test of character is found in the unexpected emergencies. It is this quality which we feel distinguishes Quaker State from other motor oils. It is purposely made a little better than seems absolutely necessary. We believe this extra quality is fully justified by the extra service it gives you. And so, with Quaker State, you have an extra margin of protection if and when you need it. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

*\*The name is fictitious, of course.*



The subaltern reports to officer: "Private Blenkinsopp brought down an angel, sir!" This is from *Men Only*, a British magazine modeled along American lines.

## ENGLAND FINDS ITS INSCRUTABLE ISLANDERS CHUCKLE AT NEW

English humor is a brand name for a curious collection of localized and socially stratified jokes which are traditionally obscure to most of the other inhabitants of this planet. Like Gaul but unlike Gallie wit, which deals with the universally appreciated subject of sex (see pp. 118-119), English humor is divided into three parts, by castes. For the upper class there is venerable *Punch*, with new magazines like *Lilliput* and *Men Only* for the younger and racier element. *London Opinion* and *The Humorist* provide bourgeois humor for the middle class while *Tid-Bits*, *Answers* and *John Bull*, last strongholds of the two-line joke, cater to the working class.

Foreigners trying to understand the rarefied kind of English humor that appears in *Punch* discover further subdivisions: Scottish jokes, Lancashire jokes, Cockney jokes, Dear Old Lady jokes. There are

**Father's girl joke:** "I'm certain I've heard the Pater speak of you, Mademoiselle."

**"Colonel and Sergeant Huskinson!"** Matrons in uniform are favorite butts.







"The chorus girl who joined the A.T.S." This is also from *Men Only*, gives English chance to laugh at their grim-faced women. A.T.S. is Auxiliary Territorial Service.

## HUMOR IN THE WAR

### ARMY, CAMOUFLAGE AND WAR-GIRL JOKES

characteristic Britons like "Alf" and "Bridget," who make remarks like: "Ou aye, there's a wheen fowk gaun about!" There are "Intelligent Person," "Tourist" and "Householder" (somewhat startled by descent of balloon which has not been quite the success it should have been), who says: "So this is what you Navy Aircraft gentlemen do for a living!" This baffles Americans. In time of war, Englishmen continue to smile faintly at their traits of character, manners, what is and what isn't done. A certain lustiness has been imported from France, giving a marked similarity to jokes about camouflage and father's girl in the last war. But the English are still most amused by the logical *reductio ad absurdum*, the extreme military refinement, the gun which is so good that it shoots in all directions at once, the anti-aircraft gun which goes the limit and brings down an angel.

"Get ready to grab!" is example of the camouflage joke, from racy *Kazzle*.



"Dash it! I suppose I ought to return the salute," says officer in the *Sketch*.



CONTINUED ON NEXT PAGE

## The finest Cigarette you've ever smoked!



KING SIZE  
15¢ for Twenty

If you have not already tried this superlative cigarette there's a new high in smoking pleasure awaiting you. For Regents' exclusive 'multiple-blend' combines many fine, rich tobaccos in entirely new proportions, imparting a finer, milder taste...and Regents' 20% extra length assures a longer, cooler smoke. ★ Next time you buy cigarettes, ask for Regents. Look for the smart maroon and gray crush-proof box that keeps every cigarette firm and fresh. ★ You'll agree with smart smokers everywhere that Regent King Size is the finest cigarette you've ever smoked.

### BUY REGENTS BY THE CARTON



If your dealer cannot yet supply you, send check or money order for \$1.50 (if you live in New York City \$1.60). A carton of 10 packages, 200 Regents, will be mailed immediately. Address Riggio Tobacco Corp., 360 Furman St., Brooklyn, N. Y. If convenient, please give us your dealer's name and address.

RIGGIO TOBACCO CORPORATION • NEW YORK





**GET THAT TEN HIGH SMILE**

YES, SIR, **TEN HIGH'S** RICH FLAVOR ALWAYS 'RINGS THE BELL'! WHY DON'T YOU TRY THIS SWELL STRAIGHT WHISKEY WITH "NO ROUGH EDGES"?

90 proof  
Hiram Walker  
& Sons Inc., Peoria, Illinois

STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY

*Double your enjoyment with Ten High*



"You remind me of my wife—she has cold feet just like yours," says French soldier in *Le Five*. Most French humor has the easy domestic abandon of the bedroom.

## FRANCE KEEPS SEX IN WARTIME HUMOR

If the humors of the nations have characteristic locales, the American is centered in the great outdoors, the British in the parlor, the German in the bathroom and the French in the bedroom. French humor is not broad laughter but wit, full of plays on words, sly double meanings, gay guistiness. While Germans react with gross guffaws to such stimuli as a kick in the pants, Frenchmen prefer to poke fun at pompous authority and enjoy the saucy wink.

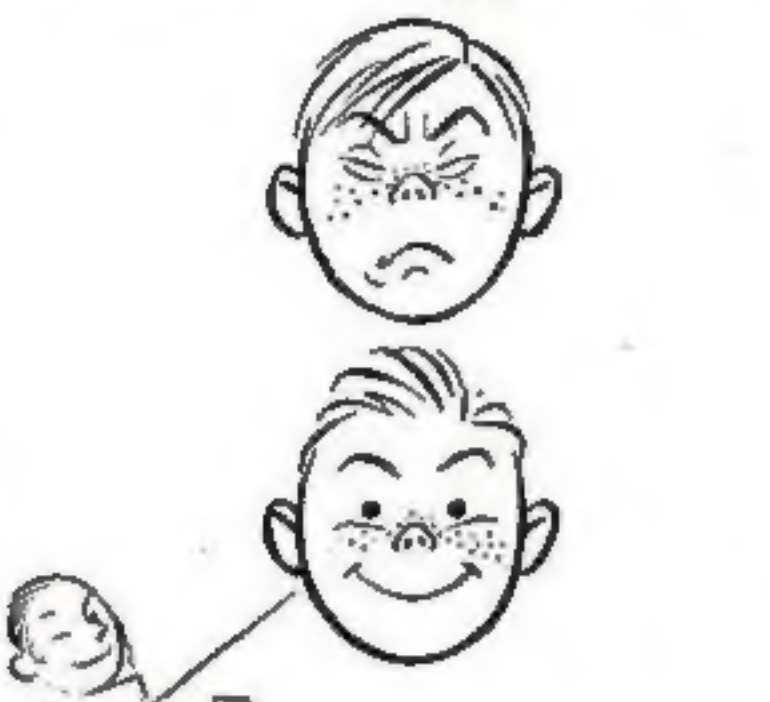
Wartime repression has made pointed political satire impossible for France's favorite humorists like Sennep, Jean Effel, Monier, PolFerJac, Pruvost and Henry. Except for cracks at "Anastasio" (the censorship), they have had to resort to the undressed side of the war, for political cartooning in France has had a long and honorable career as a subversive weapon. It was banned by Louis XIV, and Napoleon once went to the extreme of sending diplomatic notes to England demanding that cartoonists be extraditable in the same classifications as assassins and counterfeiters.

"Sorry to disappoint you boys," says proper maid of France, "but I'm like the Magmot... unassailable." Nothing more delights the Frenchman than *double-entendre*.





# Green Apples?



## Bisma-Rex soothes upset stomachs and

brings quick relief from the discomforts of acid stomach, heartburn, flatulence and acid dyspepsia. Men and women everywhere rely on Bisma-Rex. Thousands of mothers find its pleasant taste makes a hit with children. Keep a bottle always in your medicine closet. Order it, today, by name. Your convenient Rexall druggist has it in the economical, 50-cent package.



### DAVEY TREE EXPERTS

RELIABLE, ECONOMICAL, LOCAL SERVICE

Save Your Trees—or Plant Big Ones

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*Martin L. Davey*

President

Smoke cigars the health way!

with the BUILT IN

**AMBER TIP** SANITARY MOUTHPIECE

**EARL MARSHAL**

CIGARS

Mild blend of Havana and Domestic tobaccos

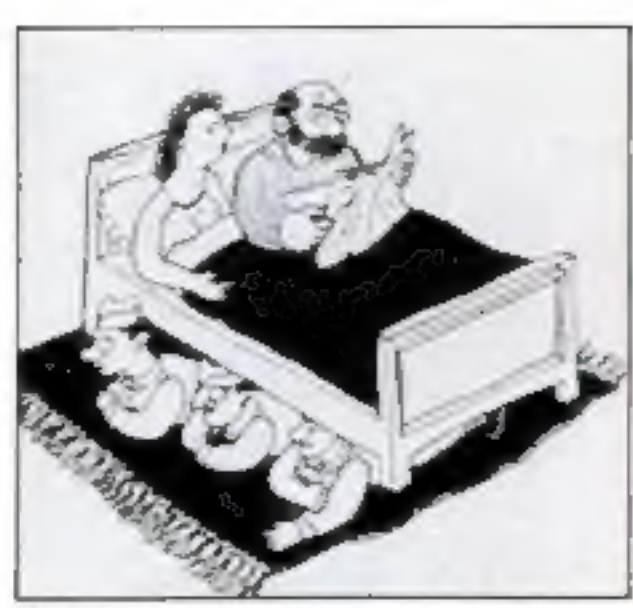
If not available in your neighborhood, send 25c (no stamps, please) for 5 cigars (postpaid). State size desired: Perfecto or Panetela. Both full size, 5 1/4 inches.

A good 5c cigar, plus the "Amber Tip"

★ Amber Color Plastic

**5¢**

AMB-A-TIP CIGAR CORP. Dept. G BALTIMORE, MD.



Bed is popular scene. Husband says: "Many soldiers on leave are arriving."



Father's girl joke: "I'm the Madelon of 1914." "O.K., I'll send for my Papa."



"This one is camouflaged best," says this civilian pointing to genuine tree.



"How about a little raid?" Any French soldier can be diverted by lingerie.



"Your camouflage leaves much to be desired," says ubiquitous Peeping Tom.



The Man with a

# "Regal-Aire"

Wins Admiration Everywhere

Here is a tie that has everything... LIFE..CHARACTER..COLOR STYLE AND WEAR! The springy texture and unique construction of this Loomed-In-England fabric have made it the tie-sensation of the nation. If you want ties that knot perfectly, drape gracefully and retain their beauty...ask for Regal-Aire...

**\$1.00**

The Tie That Defies Wrinkles

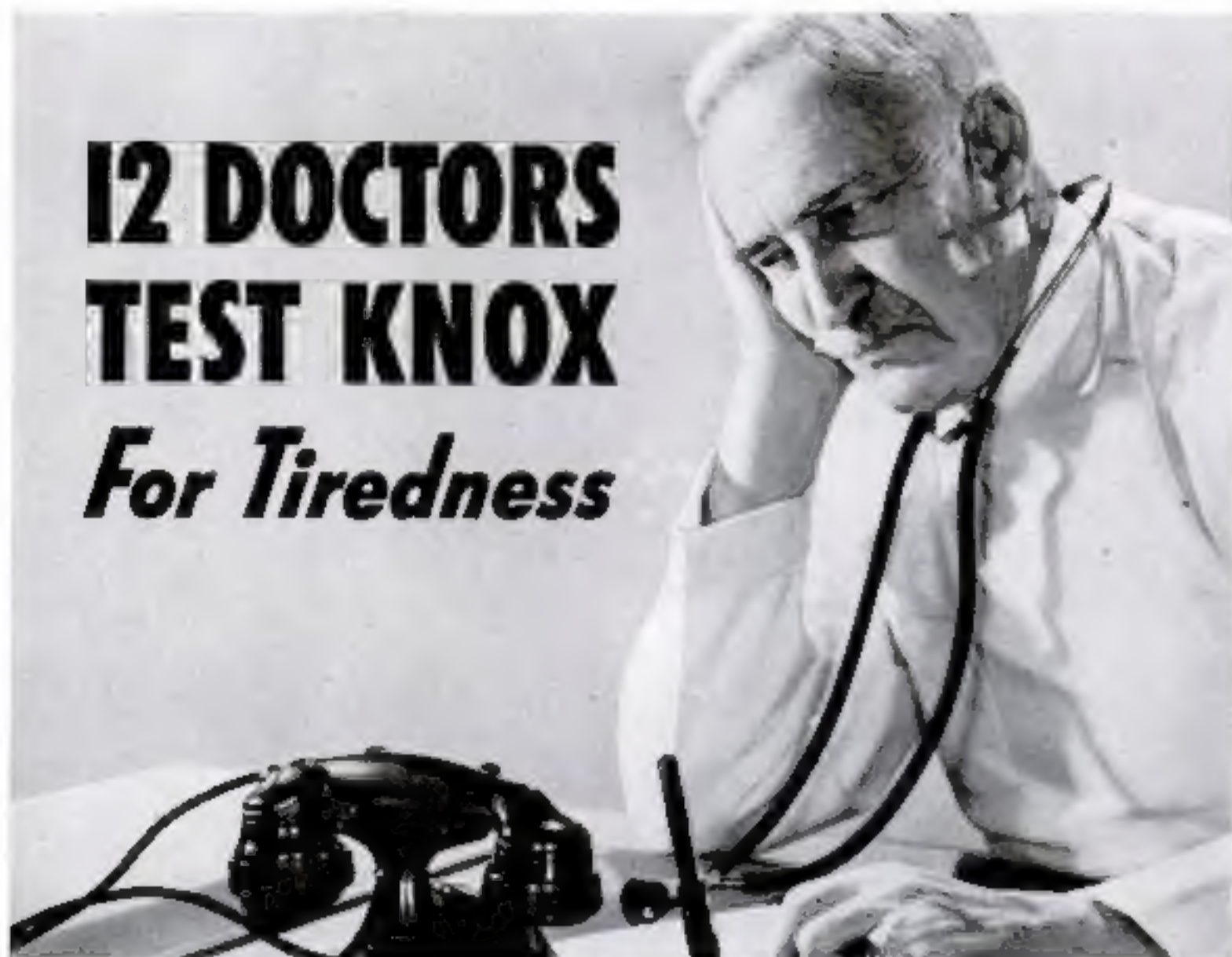
REGAL-AIRE Regal Cravats REGAL HOMESPUN

Made by Frank & Meyer Neckwear Co. • St. Louis • New York

CONTINUED ON NEXT PAGE



## 12 DOCTORS TEST KNOX For Tiredness



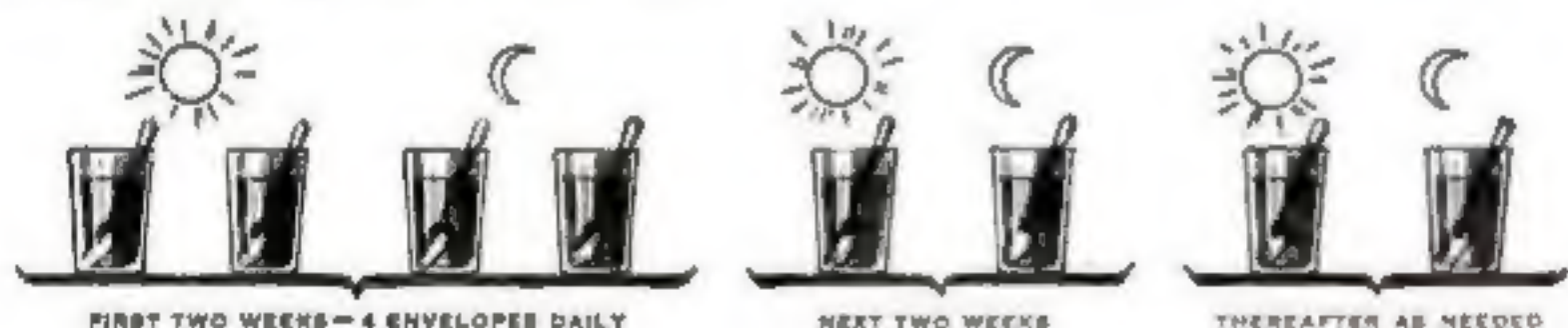
**DOCTORS** are schooled to make decisions only after the keenest observation of the facts. That's why...when 12 busy doctors volunteered to drink Knox Gelatine for 28 days, to get first-hand information on Knox's fatigue-fighting power...their conclusions are particularly significant! Here is a report on the 12 doctors!



**78% DETECT LESS FATIGUE!** 9 doctors completed the 28-day Knox Gelatine test. 2 of the 9 said they noticed "no benefit." But 7 doctors detected a perceptible difference in their supply of energy. Drinking Knox gave them greater endurance.



**KNOX WORKS FOR 9 OUT OF 10** tested. Hundreds of men and women, doing work ranging from housekeeping to manual labor such as truck driving, drank Knox in certified tests. For 9 out of every 10 who completed the test...women as well as men...Knox Gelatine cut down tiredness. Physiologists confirm the fact that Knox frequently greatly increases endurance!



**TIRED? DRINK KNOX!** Try building up your endurance this simple way. *First 2 weeks:* drink 4 envelopes of Knox daily...two in morning, two at night. *Second 2 weeks:* drink 2 envelopes...one in morning, one at night. After that, drink as required.

**THE SECRET** is to drink Knox Gelatine regularly. And don't forget. Cost? Little more than a pack of cigarettes a day.

Be sure to drink plain, unflavored Knox Gelatine (U.S.P.)...the same gelatine used for over 50 years for desserts and salads. Knox is the only gelatine *proved* to increase endurance. Each dose sealed in sanitary envelope, protected *until* you use it. Buy the

regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write Knox. Also send for Bulletin E, Knox Gelatine, Johnstown, N. Y., Dept. 71.

**HOW TO DRINK KNOX:** Empty 1 envelope (¼ pkg.) Knox Gelatine in glass ¾ full of water or of fruit juice, not iced. Let the liquid absorb the gelatine. Stir briskly. Drink Knox immediately. If it thickens, stir it again.

## BEAT TIREDNESS! DRINK KNOX GELATINE



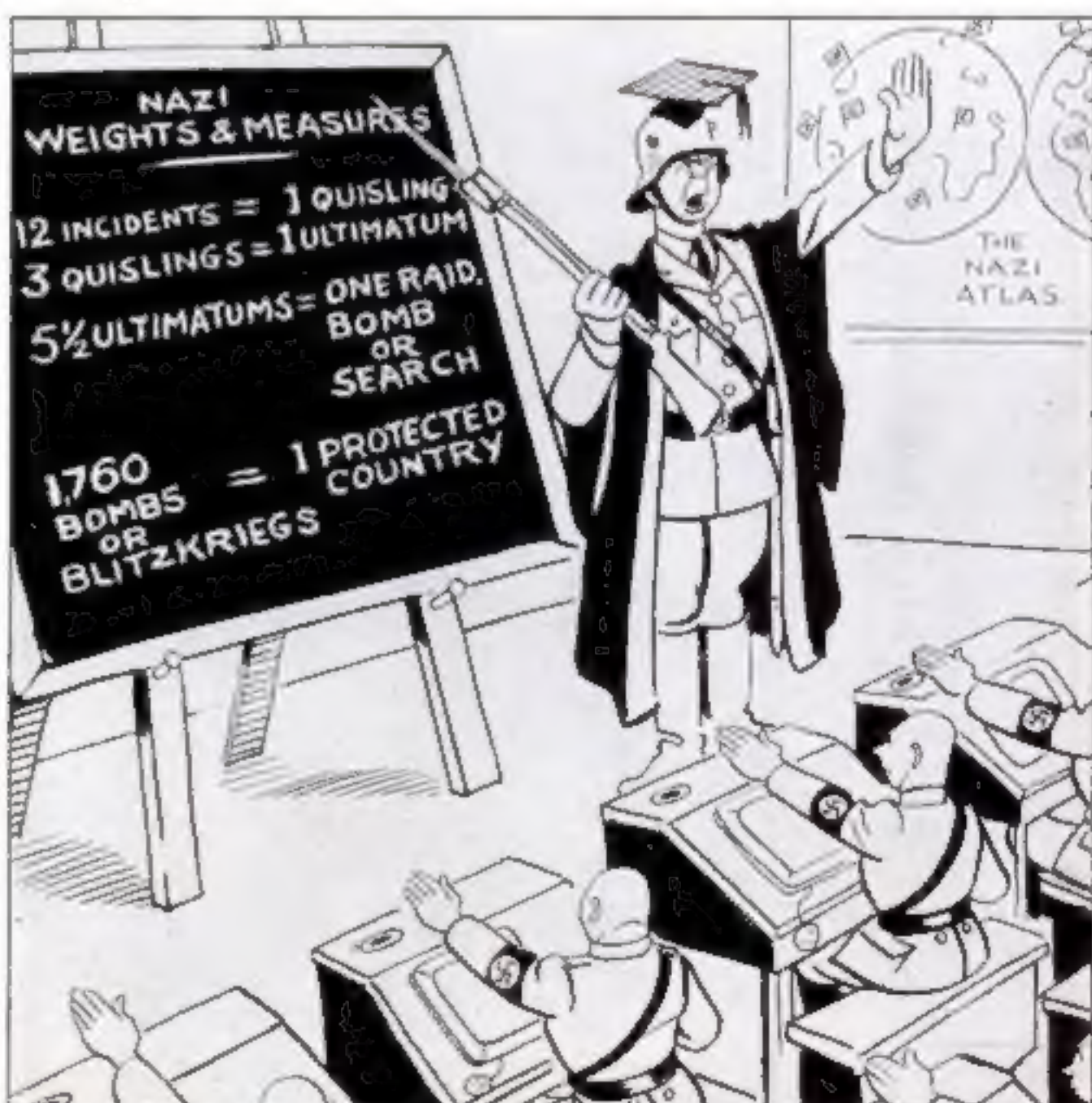
## HUMOR (continued)



"I still feel sorry for these poor weak people, Ribby. Whom shall we 'protect' next?" asks Adolf Hitler in this English cartoon by widely famed Cockney Sidney Strube.



"Horse of Troy, eh? Of course that can't happen here—or could it?" Artist Strube (pronounced Stroobee) calls all his friends "George," is as rich as Prime Minister.



"Nazi High School for Gauleiters" is depicted by Strube. His work is in tradition of famous cartoons like *Punch's* "Dropping the Pilot" (dismissal of Bismarck).





# THIS CAKE BELONGS TO DADDY!

"Mommy and I made it 'specially for him—rich with **BAKER'S CHOCOLATE**"



MY daddy's a push-over for chocolate—I mean, he's very, very fond of it. "Like just about three-fourths of the people in the United States!" laughs Mommy.

But when it comes to chocolate layer cake, Daddy's awful fussy about the kind he likes. He says everybody can't make them as good as Mommy's. Hers are always just exactly right.

"That's because I always use Baker's Chocolate," Mommy told me. "Only Baker's gives that rich red-brown color and real chocolate taste your daddy raves about."

"Why?" I said.

"Because Baker's is so rich."

"But, Mommy, what does that mean? What is chocolate anyway?"

"Well, Honey, chocolate—when it's Baker's Chocolate—is nothing but fine cocoa beans crushed between hot rollers to an absolutely smooth syrup, then poured into molds and chilled solid again. Not one thing is added to it, nor one bit of its flavorful richness taken away.

"That's why I use Baker's Chocolate, just as your grandmother did, and whole generations of cooks 'way back to Martha Washington's day, when Baker's Chocolate was first made."

So-o, I've been thinking about it. And I've decided—when I grow up I guess I'll be another generation of the Sawyer women using Baker's Chocolate!

## FATHER'S FAVORITE CAKE

A delicious, fluffy white cake... economical—and so easy!

- 2 cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder\*
- 1/4 teaspoon salt
- 4 tablespoons butter or other shortening
- 1 cup sugar
- 2 egg whites, unbeaten
- 3/4 cup milk
- 1 teaspoon vanilla

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together well. Add egg whites, one at a time, beating very thoroughly after each. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth.

Add flavoring. Bake in two greased 8-inch layer pans in moderate oven (375° F.) 25 to 30 minutes. Spread Father's Favorite Chocolate Frosting between layers and on top and sides of cake.

\*If another baking powder is used, adjust the proportions as recommended by the manufacturers.

## Father's Favorite Chocolate Frosting

This frosting has gorgeous flavor. Stays moist. Makes this simple cake an EVENT!

Combine 1/4 cup light brown sugar, firmly packed, 1/2 cup boiling water, 4 squares Baker's Unsweetened Chocolate, and dash of salt in top of double boiler. Place over rapidly boiling water and heat until chocolate is melted, then beat with rotary egg beater until blended. Cook 6 minutes longer. Cool to lukewarm. Cream 4 tablespoons butter, add 1 cup sifted confectioners' sugar gradually, blending after each addition. Add 2 egg yolks, one at a time, beating well after each. Add 1/2 teaspoon vanilla. Add chocolate mixture, a small amount at a time, beating after each addition. If necessary, place bowl in pan of cold water and beat until of right consistency to spread. Makes enough frosting to cover tops and sides of two 8-inch layers. (All measurements are level)

A product of General Foods



Ask your grocer for Baker's Chocolate—the quality famous since 1780. Look for the "Baker Chocolate Girl" on the label.

FOR PERFECT RESULTS, FOLLOW THIS TESTED RECIPE EXACTLY, USING BAKER'S CHOCOLATE

## HAVE COCOA, TOO, WITH BAKER'S RICH FLAVOR

The full-pound size is a thrifty buy!

Baker's Cocoa, like Baker's Chocolate, has long been famous for the richness which gives it such appetizing color and fragrance... such smoothness... such exciting flavor. Yet this luxury cocoa is far from luxury-priced. Get Baker's Cocoa this week in the pound-size can—see how far it goes and how much pleasure it gives!



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WANT TO PLEASE ME ON "FATHER'S DAY"? YOU'LL FIND SWELL RECIPES IN THIS BOOK!

FREE!

Get this popular Baker's Chocolate "Party Book." It contains tested recipes for all kinds of marvelous chocolate foods. 28 illustrated pages—59 recipes! Yours free! Just mail this coupon today to GENERAL FOODS, BATTLE CREEK, MICH. LN-8-4-4

Your name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(If you live in Canada, address General Foods, Ltd., Coburg, Ont.) (Offer expires Dec. 1, 1940)



**FLIES WORLD'S FASTEST PLANE!**



TEST PILOT HOMER BERRY  
LIKES ALL THE SPEED  
HE CAN GET IN A PLANE,  
BUT HE LIKES  
HIS SMOKING S-L-O-W!  
SLOWER-BURNING CAMELS  
ARE HIS CIGARETTE

"FASTEST PLANE off the production line today!" That's how Homer Berry describes the Bell Airacobra, amazing new speed plane. He should know. This veteran speed test pilot started flying in 1913 . . . started smoking Camels the same year. "No other cigarette ever gave me anything like the pleasure of a Camel," he says. "They burn slower, smoke milder and cooler. Camels don't irritate my throat and their full, rich flavor doesn't tire my taste. In 26 years, that slower burning has given me a lot of extra smoking." Before *you* take it for granted you're getting all the pleasure there is in a cigarette, try Camels. Enjoy the advantages of Camel's slower-burning costlier tobaccos. Penny for penny your best cigarette buy!

TEST PILOT HOMER BERRY SAYS:

"No fast burning for me in my cigarette. I've smoked Camels ever since there have been any Camels. They burn slower and give me more pleasure per puff and more puffs per pack. 'I'd walk a mile for a *slow-burning* Camel!'"

MORE PLEASURE PER PUFF  
...MORE PUFFS PER PACK!



● In recent laboratory tests, CAMELS burned 25% *slower* than the average of the 15 other of the largest-selling brands tested—*slower* than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA  
SMOKES  
PER PACK!**

*Slower-burning Camels give you—*

**EXTRA MILDNESS**

**EXTRA COOLNESS**

**EXTRA FLAVOR**

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